



PRESS RELEASE

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FOR IMMEDIATE RELEASE

The Cowtown Marathon is making a Moo-ve!

Registered runners have been directly contacted regarding details and options for The Cowtown events. For additional details and FAQ, visit: www.cowtownmarathon.org. The Cowtown will host a Facebook Live session Q & A on Friday, August 28 at 12:00 noon CST.

(Fort Worth, Texas) The Cowtown Marathon today announced the decision to move its 2021 weekend race dates as well as adjust all race weekend activities in response to ongoing pandemic concerns. In a commitment to the safety of all athletes, volunteers, spectators and staff, The Cowtown will now take place on Saturday, May 8, 2021, shifting from the traditionally scheduled last weekend in February (Feb 26 – 28, 2021). In-person races will all occur on May 8 at Will Rogers Memorial Center and will only include a 5K, 10K, Half Marathon, and the Healthy Hig Half Marathon Relay. The Cowtown will offer virtual options to run the Kids 5K, Full Marathon, and Ultra Marathon, there will be no in-person races for these distances. In-person races will start at 6:30 a.m.

“Rather than cancel this uniquely Fort Worth event, we’re committed to producing The Cowtown on a May 2021 date to accommodate social distancing, consolidate in-person events to one day, and serve our loyal participants,” said Cowtown Executive Director Heidi Swartz. “Celebrating 43 years, the tradition continues, just in a different way due to the circumstances we all face.”

“We are acting now, so runners may effectively train for their distances, and we can accommodate safety recommendations for social distancing,” said Cowtown Board Chair Leslie Casey.

“The Cowtown Kids 5K, the largest youth event in the nation, traditionally attracts 8,000 participants,” Swartz continued. “The Cowtown is committed to the safety and health of area youth as well as continued benefit to our Children’s Activities for Life and Fitness (C.A.L.F.) program. In lieu of running the Kids 5K on site at Will Rogers, Cowtown will be offering virtual and school specific runs. Details will be directly communicated to all school teams.”

Currently registered Full- and Ultra-distance athletes will have options. In lieu of running the Full and Ultra distances on-site at Will Rogers, runners will be able to participate virtually, may transfer registration from the longer distances to the in-person Half marathon, Relay, 10K or 5K, or they may defer participation to either 2022 or 2023.

If any registered runner is unable to attend in person on the May 8 date, they are offered options for virtual participation or deferral to the 2022 or 2023 year.

“We feel this is the best course of action given the current public health circumstances and the tradition of Cowtown hosting the best possible, safest, race in Texas,” Swartz said.

Further details about The Health & Wellness Expo, starting line procedures, re-unite areas and finish line festival will be released as plans are finalized.

Registration is now available for the 2021 in-person races, cowntownmarathon.org.

ABOUT THE COWTOWN: The Cowtown Marathon, the largest multi-event road race in North Texas, has a \$10.4 annual economic impact in Fort Worth, Texas, and hosts one of the largest youth races in the nation. Recently voted a fan-favorite race in Texas by RaceRaves, the 43rd annual Cowtown is scheduled for Saturday, May 8 at Will Rogers Memorial Center in Fort Worth, Texas. Proceeds from The Cowtown go directly to The C.A.L.F. Program.

The Cowtown C.A.L.F. (Children's Activities for Life and Fitness) Program:

As part of The Cowtown mission to promote a lifelong love of fitness, The C.A.L.F. Program was created in 2009 to help tens of thousands of area children lace up and cross countless finish lines. We visit approximately 400 schools across North Texas annually, training students in proper running technique and educating them about resting heart rate, the importance of hydration, proper nutrition and living an active lifestyle. Through our school grant program, we identify low-income children and fit them properly with a new pair of running shoes, as well as provide grants to make entry fees more affordable. We have made running a 5K race a reality for 42,000 children in the last 11 years.

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