



PRESS RELEASE

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FOR IMMEDIATE RELEASE

The Cowtown Welcomes Presenting Sponsor Baylor Scott & White All Saints Medical Center – Fort Worth to the line-up of race sponsors in 2021.

(Fort Worth, Texas) – The Cowtown today announced the addition of Baylor Scott & White All Saints Medical Center – Fort Worth to the prestigious line-up of 2021 race sponsors. Baylor Scott & White Fort Worth will become the title (presenting) sponsor of The Cowtown. Miller Lite (Molson Coors) is the title sponsor of both the in-person and virtual Half Marathons as well as of the virtual Ultra Marathon. Academy Sports + Outdoors has renewed the title sponsorship of the 2021 virtual Kids Run. Other sponsors for the May event include: Autobahn as the official vehicle provider, Higginbotham as the title sponsor of the virtual and in-person Relays, The University of North Texas Health Science Center of Fort Worth (HSC) as the official medical tent sponsor, NBC/Telemundo as the official television sponsors, the Star Telegram as the official print sponsor and Green Mountain Energy as the official sustainability sponsor as well as sponsor of the Trailblazers Training Program.

As a reminder, The Cowtown has adjusted 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 take place on Saturday, May 8, 2021, shifting from the traditionally scheduled last weekend in February (Feb 26 – 28, 2021). In-person races occurring on May 8 at Will Rogers Memorial Center will only include a 5K, 10K, Half Marathon and the Healthy Hig Half Marathon Relay. The Cowtown will offer virtual options for every race distance; there will be no in-person races for the Kids 5K, Full Marathon, or Ultra Marathon.

Participants may choose to run both the in-person and virtual Half Marathon. Finishers will receive different medals and shirts for running the challenge of two half-marathon distances.

All in-person races will start at 6:30 a.m. with a modified start line that eliminates corrals and adheres to social distancing protocols. Further details about packet pick-up, the Health & Wellness Expo, re-unite areas and finish line festival will be released as plans are finalized.

Registration is now available for all 2021 races, at cowtownmarathon.org.

ABOUT THE COWTOWN: The Cowtown Marathon, presented by Baylor Scott & White All Saints Medical Center – Fort Worth, is the largest multi-event road race in North Texas, has a \$10.4 annual economic impact and hosts one of the largest youth races in the nation. Recently voted the Fan-Favorite Marathon, Top 20 Half Marathon, and Best Medal/Swag in the United States by RaceRaves. The 43rd annual Cowtown is scheduled for May 8, 2021, at Will Rogers Memorial Center in Fort Worth, Texas. The 2021 races include a modified event plan and multiple virtual options to accommodate for social distancing and health safety. Proceeds from The Cowtown go directly to The C.A.L.F. (Children's Activities for Life and Fitness) Program, created in 2009 to help tens of thousands of area children lace up and realize a lifelong love for fitness.

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