



## PRESS RELEASE

December 2, 2020

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### FOR IMMEDIATE RELEASE

#### **The Cowtown Chisholm Trail Cattle Drive Challenge – Run, Bike, or Swim**

(Fort Worth, Texas) – The Cowtown has opened registration for the Chisholm Trail Cattle Drive Challenge, running from January 1 to June 30, 2021. This one-of-a-kind challenge offers participants a way to symbolically follow the historic route from South Texas to Kansas, a distance of 800 miles (or 1600 if you choose the Out-and-Back) within 180 days.

The distance may be completed in several ways. Teams of up to 20 are encouraged to share the load. All forms of physical activity are acceptable, so you can run, walk, bike, swim, row, or stairstep your way to completing the distance. If you complete 4.5 miles each of the 180 days, you can finish the event solo.

Registration for the challenge includes:

- A Cowtown Cattle Drive Challenge Race Shirt
- Up to 16 Achievement Badges
- A Cowtown Cattle Drive Belt Buckle
- A Trail Drive Mug (if you complete the Out-and-Back)

Pricing is \$45 to register for the Cattle Drive Challenge and \$80 to participate in the Out-and-Back. Go to [www.cowtownmarathon.org](http://www.cowtownmarathon.org) to register today!

**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 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. 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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