



PRESS RELEASE

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FOR IMMEDIATE RELEASE

The Cowtown participates in global initiative to support running. #StartLineImpact

(Fort Worth, Texas) – Throughout the month of December, the global race industry is coming together. The purpose is to drive home the significant impact that endurance events have on communities, while raising awareness of the effect COVID-19 is having on the business of running. This is a grassroots movement involving race directors from around the world. Heidi Swartz, the Executive Director of The Cowtown, is participating in the viral movement with a social media campaign that begins today.

As a result of COVID, endurance events are collaborating, creating security and health protocols so we can all safely return to racing. Highlighting those efforts and creating a unified front in support of everyone involved in creating these events is the purpose of #StartLineImpact.

Communities can play a part in the safe return to racing. The Cowtown is proud to be an iconic tradition for Fort Worth. We are excited about presenting runners with a unique experience this May. We are humbled by the support we receive from our sponsors, the city, our volunteers, and from the media. We are ready to run for another 43 years! Thank you and let's raise our voices - #startlineimpact.

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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