



PRESS RELEASE

December 8, 2020

Contact: Leslie Casey, Chairman
214-684-1348
leslie@cowtownmarathon.org

FOR IMMEDIATE RELEASE

The Cowtown is Listed on The BibRave 100

Runner nominations and votes decided the Best Races in America for the decade.

(Fort Worth, Texas) - The Cowtown was recently named to [The BibRave 100: A Definitive List of the Best Races in America](#). Cowtown, listed as one of the Top 20 Half Marathons in the country was also listed among the races with Best Medals and Swag.

All races listed on The BibRave 100 receive a digital award package that includes a graphic badge races can add to their website, signifying that their race has been listed as one of the best races in America.

“The Cowtown is so proud to be identified by runner votes as a top event,” said Heidi Swartz, Executive Director. “The true recognition goes, however, to all the volunteers, sponsors, and community partners that make our 43-year-old race so well organized, and welcoming to thousands of visitors. It’s Texas hospitality and hard-work that wins awards like this!”

“2020 was challenging for the running industry. We’re proud to shine a light on the events that have gone the distance to provide a great race experience for their runners over the past decade,” said Tim Murphy, Co-Founder of BibRave. “Runners put a lot of time and research into race preparation, and we hope The BibRave 100 is a helpful tool that helps them plan out their race calendar.”

About BibRave:

BibRave works with races and brands to help them engage with runners and ultimately drive more sales and registrations. Through their large network of running bloggers (BibRave Pros), their popular Twitter event ([#BibChat](#)), The BibRave Podcast ([Apple](#), [Android](#), or [Spotify](#)), and creative custom content programs, BibRave helps endurance brands and races go beyond simple advertising and truly connect with more runners.

The company’s consumer-facing product is a race review site where runners can learn about a race before signing up, and leave feedback after the event.

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.

--END--