



COWTOWN NEWS & INFORMATION

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Cook Children's joins The Cowtown as Title Sponsor of the Kids 5K event

ULTRA | MARATHON | UNTHSC HALF MARATHON | 10K | ADULTS 5K | COOK CHILDREN'S 5K

Fort Worth, TX (10/28/11) – The Board of Directors of The Cowtown, one of the largest multi-event road races in the country, announced today that Cook Children's Health Care System has joined The Cowtown in a multi-year deal to be the title sponsor of The Cowtown's Kids 5K. The Cowtown Kid's 5K will now be known as "The Cook Children's 5K" and will take place on Saturday, February 25, 2012, along with the Adults 5K and 10K events. On Sunday, February 26, 2012, The Cowtown will offer the 50K Ultra Marathon, Marathon and UNTHSC Half Marathon.

"Cook Children's is a wonderful, local organization that touches many area families and consistently demonstrates its commitment to advance youth health and fitness. I can't imagine a more appropriate partner for our Kids 5K event," Commented Brian Hocker, The Cowtown Board President.

The Cowtown is a not-for-profit organization whose mission is to provide a community event to promote health and fitness to Fort Worth area residents. The Cowtown benefits the C.A.L.F. Program which supports Children's Activities for Life & Fitness. The Cowtown is the third largest multi-race event in Texas and boasts some of the largest numbers of youth participants in the Kids 5K in the United States. Held on the last weekend of February each year, The Cowtown attracted 22,089 registrations in 2011, including entrants from 46 states and 8 foreign countries. Other sponsors of The Cowtown include University of North Texas Health Science Center, Chase, The Center for Cancer and Blood Disorders, HCA North Texas, RadioShack, MillerCoors, NBC 5/KXAS-TV and the Star-Telegram. For more information, visit www.cowtownmarathon.org.

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