



News Release

RunWhitewater.com

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FOR IMMEDIATE RELEASE

Greater Whitewater Committee to Debut Discover Whitewater Series

Whitewater, Wis. - The Greater Whitewater Committee (GWC) will debut their inaugural Discover Whitewater Series on Sep. 22, 2013. The series will feature a *Half Marathon*, *Half Marathon Relay*, *5k* and *Fit Kid Shuffle* through scenic Whitewater.

The Greater Whitewater Committee (GWC) is an organization made up of local businesses with a mission to educate, advocate and develop ideas that make Whitewater both a prime living location and visitor destination. With the help of volunteers from the community, the GWC has decided to launch this event to allow both Whitewater citizens and visitors alike, the chance to truly discover what Whitewater has to offer.

The series will be under the direction of Stacey Kincaid, both a Whitewater native and graduate of UW-Whitewater in 2000 with a B.A. in Communications. Stacey also received a B.S. in Retail Merchandising and Management from UW-Stout in 2001. Having run over 25 races in the last two years, Stacey is passionate about running and felt this event was a great way to showcase her hometown community. We are thrilled to have Stacey leading the way on this adventure through Whitewater.

The *Half Marathon Race* will include strolls through several of Whitewater's gems including UW-Whitewater's Perkins Stadium, Fairhaven's Prairie Village, the Whitewater Technology Park, Cravath lakefront and much more. Tentative race maps are available for viewing on our website, runwhitewater.com, with final maps being posted in May.

Registration is now available for all events by visiting our website runwhitewater.com. Proceeds from the series will go to five local organizations to assist them in building a stronger Whitewater. Those organizations are Whitewater Unified School District, Bethel House, UWW Athletics, W3 (wellness organization) and the Whitewater Aquatic Center.

For any other inquiries regarding sponsorship of the event, participation or volunteering, visit runwhitewater.com or contact Stacey Kincaid, Race Director or Traci Wilson, Marketing Coordinator at 920-397-0601 or info@runwhitewater.com.