



News Release

For Immediate Release

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Madison Mini-Marathon and 5K Debuts Saturday, August 29, 2009 *Inaugural event will begin and end at University Memorial Union*

Madison, Wis., April 28, 2009 – The streets of Madison will come alive on Aug. 29 of this year with the Inaugural Madison Mini-Marathon and 5K. This mini-marathon (13.1 miles) and 5K will help Madison usher in the fall, and will begin and end at the University of Wisconsin Memorial Union, a favorite of UW alumni, students and locals. The post-race party will be held on the Union Terrace on Lake Mendota and will offer outstanding food and entertainment to participants and spectators alike. Registration is now open at www.MadisonMiniMarathon.com for both the half marathon and 5K.

Half-marathons are the fastest-growing distance race, providing runners of all levels with both an athletic challenge and an attainable goal. Between the half-marathon and 5K, participants of all abilities and ages—whether runners, walkers, or wheelchair athletes—can gather to celebrate internal drive and perseverance and the beauty that is Madison in the late summer/early fall.

“The Madison Mini-Marathon and 5K will offer a fun, safe, and scenic event for everyone. For serious athletes training for a fall marathon the Mini is a perfect training run, casual athletes can take on a new challenge, and entire families can get out and have fun together,” says City of Madison Mayor Dave Cieslewicz. “Getting people out and moving, enjoying Madison, and contributing to our local economy is an unbeatable combination and one that we welcome.”

The Madison Mini-Marathon is produced by Vision Event Management, LLC. Madison Mini-Marathon intends to work with, and donate a portion of the proceeds to, a local charity partner yet to be determined. Sponsorships are available and volunteers are needed; individual, corporate, and organizational opportunities are available at a variety of levels. For more information on these opportunities, go to www.MadisonMiniMarathon.com or contact Jeff Graves at (317) 294-3622 or Jeff@MadisonMiniMarathon.com.

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About Madison Mini-Marathon

Madison Mini-Marathon is a production of Vision Event Management (VEM), which produces high-profile endurance events. Based in Carmel, IN., VEM offers experience and expertise in, event operations and logistics (including crisis management), vendor negotiations, event budgeting, volunteer management, planning and permits, signage development and management, marketing, and transportation,. VEM productions include the Chicago Half Marathon, 13.1 Chicago, the Geist Half Marathon, the Unite 2 Fight Race Against Prostate Cancer and the Carmel Sprint Triathlon. For more information, visit www.VisionEventManagement.com.