



FOR IMMEDIATE RELEASE

Contact: Marla Hanover  
Communications & Social Media Manager  
816.389.4188

## **Big 12 Run returns to Kansas City in March with new 12K distance**

KANSAS CITY, MO (February 26, 2015) – Kansas City’s Big 12 Run returns to Kansas City for the third year and this time a new distance has been added. Participants will have the opportunity to choose between a 5K distance and the new 12K distance, which is 7.46 miles. This family-friendly event is set in the heart of Big 12 country and takes place on the last day of the Phillips 66 Big 12 Men’s Basketball Championship on Saturday, March 14 starting at 10 a.m.

For the first time in race history, [Team Red, White and Blue](#) (Team RWB), a veteran nonprofit organization, will be running the 12K course carrying a flag to represent each of the Big 12 schools. Team RWB’s mission is to enrich the lives of America’s veterans by connecting them to their community through physical and social activity.

The participants will experience a new course, which starts on 12<sup>th</sup> Street and Grand where they will head north on Grand turn right on eighth street then head south on Holmes. The 12K participants will turn left on Truman Road and will meet back up with the 5K participants at 18<sup>th</sup> and Grand before finishing together back at 12<sup>th</sup> and Grand. [Click here for course map.](#)

“This year our course is highlighting the east side of Downtown,” said Sarah Dee, Director of Events. “Kansas City has so many unique neighborhoods and what a way to showcase those neighborhoods to our out-of-town guests than on our course.”

After finishing Kansas City’s Big 12 Run, everyone is encourage to stick around and enjoy the Big 12 Game Day at the Power & Light District. Every participant 21 and older will be treated to a complimentary beer courtesy of Central States Beverage Company.

Each participant will receive a commemorative T-shirt and a finisher’s medal. Prizes will be awarded to the overall male and female winners. All participants who register before March 8 will be entered into a drawing for a chance to win two all-session tickets to the Phillips 66 Big 12 Men’s Basketball Championship. The winner will be announced on March 9. For more information on the race and how to register visit [www.kcbig12run.com](http://www.kcbig12run.com).

### **About The Kansas City Sports Commission and Foundation**

The Kansas City Sports Commission & Foundation benefits the Kansas City region through sports by creating, attracting and managing major sporting events for Kansas City. And, promote the lifetime benefits of sports for youth through educational initiatives, tournaments and clinics.

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