



FOR IMMEDIATE RELEASE

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## **KC Marathon Finish Line Festival presented by Price Chopper takes over Washington Square Park October 19**

KANSAS CITY, MO (September 30, 2013) – Thousands will descend upon Washington Park Square Saturday, October 19 as runners take to the streets of Kansas City as part of the Waddell & Reed Kansas City Marathon with Ivy Funds. While the runners cross the finish line, Washington Square Park will be the site of the “after party” festivities.

“Washington Square Park will literally become a party with the participants celebrating this special day,” said President and CEO Kathy Nelson. “Many of our participants will be running a new distance, hitting a new PR or running this race for the first time.”

A family-friendly event open to race participants, spectators and the general public, festival-goers will find plenty to satisfy their senses. Beginning at 7 a.m., Washington Square Park, adjacent to the finish line near Pershing and Grand, will transform into a sea of smoked barbeque, live music, and interactive entertainment.

Some of the Finish Line Festival presented by Price Chopper features include:

### **Live Music**

- 7 a.m. – 1 p.m. – Logan Mize will be the featured act. Mize is a country music artist/songwriter from Clearwater, Kansas. His high-octane live show, infectious melodies and distinctive vocals have turned heads throughout Nashville and beyond. Ironband, the world’s most enigmatic running, cycling and triathlon rock band from Kansas City will perform original music and cover tunes.

### **Food and Beverages**

- After the race, all participants will receive a complimentary barbeque sandwich and a side provided by Price Chopper. Price Chopper is collaborating with the nonprofit Operation BBQ Relief to provide Price Chopper’s own KC Pride BBQ.
- Chris Cakes will be on-site serving pancakes and coffee. \$5 for kids and \$7 for adults. All proceeds will benefit the AIDS Service Foundation of Greater Kansas City.
- A beer garden will be open and flowing. Central States Beverages will be providing a complimentary beer to every participant (21 years of age and older). Boulevard Beer will be available for purchase. Plenty of non-alcoholic beverages also available throughout the festival. All proceeds will benefit the AIDS Service Foundation of Greater Kansas City.

### **12345 Fit-tastic! Family Fun Festival (begins at 8:30 a.m.)**

After the Kids’ Marathon kids can learn how to choose healthy habits for a healthy future while having fun with booger wars, hamster balls, magic tricks, water bottle decorating and more.

The Waddell & Reed Kansas City Marathon with Ivy Funds includes a full marathon, half marathon, five-kilometer run, marathon relay and a 1.2 mile “kid’s marathon.” For more information about the races and related events, visit [KCmarathon.org](http://KCmarathon.org).

Volunteers needed – Over 1,800 volunteers help with the success of the Waddell & Reed Kansas City Marathon with Ivy Funds. Volunteers are needed for various volunteer job opportunities including packet pickup and registration, course monitors, finish line food area, recycling team and more. Individuals who register to volunteer will receive a long-sleeve event T-shirt along with free food and drinks at the Finish Line Festival as well as free entries into prize raffles. For more information about volunteering including our group grant program for nonprofit organizations, contact the volunteer coordinator at [volunteer@kcmarathon.org](mailto:volunteer@kcmarathon.org) or go to the website at [KCmarathon.org](http://KCmarathon.org).

### **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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