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## KC Marathon “Finish Line Festival” to cap big day of racing

KANSAS CITY, MO, October 5, 2012 – The party starts at the finish line.

That’s what thousands of runners will quickly discover upon completing the Waddell & Reed Kansas City Marathon, With Ivy Funds on Saturday, October 20. Beginning at 7:00 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. Aptly named the “Finish Line Festival,” this grand celebration reflects the significant growth of this autumn road-racing classic.

“It’s not often a community plays host to thousands from throughout the United States and around the world all in the span of a single morning,” said Kansas City Sports Commission President and CEO Kathy Nelson. “This is our opportunity to share some Kansas City hospitality in a beautiful urban setting.”

A family-friendly event open to race participants, spectators and the general public, festival-goers will find plenty to satisfy their senses – including the need for speed. Auto-racing fans can get their fix in a one-person NASCAR racing simulator in advance of the following day’s Hollywood Casino 400 at the Kansas Speedway. A 2012 Nationwide Insurance NASCAR show car also will be on display.

Some of the Finish Line Festival features include:

### Live Music

- 7:00-9:45 – “Valentine & The Knights,” a five-piece dance band from Kansas City, perform a full repertoire from classic rock to 70s
- 10:00-Noon – The popular U2 cover band “Rattle & Hum” deliver the very best of Bono and his Irish band mates

### Food/Beverages

- Representing the KC BBQ scene are Papa Lew’s (the marathon’s official barbeque sponsor), Gary’s On The Go BBQ, and other local favorites.
- Cajun Cabin, Indios Carbonistos and other tasty “non-BBQ” establishments will be on hand.
- Oktoberfest in KC! A beer garden will be open and flowing (for those over 21). Plenty of non-alcoholic beverages also will be available throughout the festival.

### Kids’ Zone (activities begin at 10:30)

- Hamster balls
- Inflatable obstacle course
- Arts and crafts

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

### About the Kansas City Sports Commission

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.