



FOR IMMEDIATE RELEASE

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## Kansas City's Big 12 Run returns March 12

KANSAS CITY, MO (February 25, 2016) – Kansas City's Big 12 Run returns to Kansas City for the fourth year. Participants will have the opportunity to choose between a 5K distance and a 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 12 starting at 10 a.m.

Kansas City has many unique neighborhoods and this is a great way to showcase those neighborhoods to out-of-town guests. The participants will experience a 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.

"In 2016 we have been able to enhance the overall prize packages by offering something to the overall second place male and female finishers in the 12K distance," said Sarah Dee, Local/Endurance Director. "Phillips 66 and the Big 12 Conference are fantastic partners and supporters of the race."

After finishing Kansas City's Big 12 Run, everyone is encouraged to stick around and enjoy Big 12 GameDay 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 shirt and a finisher's medal. Overall male and female 12K winners will receive \$1,000 in Phillips 66 gas and two tickets to the Championship game. For the first time, the second place overall male and female 12K finishers will each receive \$500 in Phillips 66 gas. The overall male and female 5K finishers will each receive \$750 in Phillips 66 gas and two tickets to the Championship game. All participants who register before March 6 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 7. 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 mission of the Kansas City Sports Commission & Foundation is to drive Kansas City's overall sports strategy, to enrich the quality of life, create economic impact and raise visibility for our region. As a privately-funded nonprofit, we are entirely dependent on your support. For the latest on Kansas City Sports Commission news, follow on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#). Also follow the Waddell & Reed Kansas City Marathon on [Twitter](#), [Facebook](#) and [Instagram](#).

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