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WIN for KC and Boulevard Brewing Co. Launch BLVD Revel Run

New all-women's 6K race promotes health and women empowerment in the heart of Kansas City

KANSAS CITY, Mo. (February 4, 2022) –Win for KC and Boulevard Brewing Company are excited to announce the debut of a new women-only 6K race – the BLVD Revel Run. The inaugural race hopes to inspire women to lace up their shoes and join in the fun. The BLVD Revel Run will take place throughout midtown on Saturday, October 1, 2022, starting and finishing at Boulevard Brewing Co. The goal of the race is to create a new, approachable athletic event for women to engage in an empowering and supportive environment.

“Whether you’re an experienced runner or simply want to join in on the celebration, the BLVD Revel Run will offer something for all women,” says Jessica Blubaugh, Director of WIN for KC. “Having a community partner like Boulevard Brewing Company makes a huge impact in how we fulfill our mission, and we cannot wait to enjoy the revelry this October.”

The 6K race will begin at the brewery at 8 a.m. with a course running throughout the midtown area. Immediately following the race, participants will have the opportunity to celebrate post-race back at the brewery with a Finisher Fest featuring tasty beverages, good eats and experiences provided by local women-owned businesses.

“We are thrilled to be partnering with WIN for KC to launch a women-only 6K run,” said Julie Weeks, vice president of communications at Boulevard Brewing Co. “Win for KC is an incredible asset to the Kansas City community, and we hope this race inspires all participants to be their best selves.”

Registration for the race is now open and women of all ages, backgrounds and fitness levels are welcome to participate. Interested participants may register online at sportkc.org/win-for-kc.

About Boulevard Brewing Company

Boulevard Brewing Company is the largest specialty brewer in the Midwest. Their beers are available in 47 states and 11 countries. Learn more at boulevard.com, or find them on social at facebook.com/Boulevard, twitter.com/Boulevard Beer and instagram.com/Boulevard Beer.

About Win for KC

The Women’s Intersport Network for Kansas City (WIN for KC) was established in 1994 under the umbrella of the Greater Kansas City Sports Commission, with the mission to ignite girls and women through advocating and promoting the lifetime value of sports and fitness, while providing opportunities for participation and leadership development. WIN is a volunteer, membership-driven organization that operates as a program of the Kansas City Sports Commission and Foundation. For more information, visit WINforKC.org. For the latest on WIN for KC news, follow on Twitter, Facebook and Instagram.

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