

PATTISONSPORTSGROUP

The Mill ♦ 381 Brinton Lake Road ♦ Thornton, PA 19373
(484) 356-1029 ♦ Fax (610) 361-3001 ♦ www.pattisonsportsgroup.com

FOR IMMEDIATE RELEASE

Contact: Scott Ely
Phone: (484) 356-1024
Email: scott@pattisonsportsgroup.com



PSG Announces Launch of the 5280 Race Series

The 5280 Race Series brings the “Main Street Mile” Concept to Historic Downtown Boroughs in the Tri-State Region, beginning in May with Media & Manayunk, PA

THORNTON, Pennsylvania (February 16, 2015) – Pattison Sports Group (“PSG”), Philadelphia’s premier sports marketing firm specializing in event management, strategic sports sponsorship consulting and property representation, is pleased to announce their new 5280 Race Series, a road race series featuring two of the most popular “Main Streets” in Philadelphia and its surrounding suburbs.

The 5280 Race Series benefits Healthy Kids Running Series (“HKRS”), the youth running nonprofit which combats increasing rates of childhood obesity in America through a positive, educational and fun introduction into the world of running. 20% of race revenues will be donated to HKRS.

The 5280 Race Series launches with two races in May 2015. The 5280 Media Mile takes place at 9:00 AM Saturday, May 9, 2015, beginning on W Front Street in front of the Delaware County Courthouse. Runners start heading east down to Radnor Street, looping around Barrall Community Park. Runners return on State Street and turn to finish in Veterans Square.

“On behalf of Mayor McMahan and Borough Council we are excited to host the race in Media and promote fitness for kids. We believe Media will be an excellent venue with our beautiful neighborhoods, historic properties and top notch business district”, said Paul Robinson, Vice President of Media Borough Council.

The second race in the series, the 5280 Manayunk Mile takes place at 8:00 AM Saturday, May 16, 2015. The race starts West of Shurs Lane, on Main Street with and a down-and-back course. Runners race the final few hundred yards onto Venice Island and into the PLAY Manayunk Festival in front of the newly opened Venice Island Performing Arts & Recreation Center.

“We are very excited to launch the 5280 Race Series!” said Jeff Long, President of Pattison Sports Group. “After initially approaching both the Manayunk and Media Boroughs, it was clear that both towns share our vision and see the value a race like this brings to their downtown community. Anyone can finish a mile race but not everyone gets to run on “main street”. We look forward to hosting competitive and casual runners as well as families with kids.”

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The 5280 Manayunk Mile finish leads right into PLAY Manayunk, an all-day event celebrating Manayunk's amazing outdoor recreation and fitness amenities and the long-awaited, brand-new Venice Island Performing Arts and Recreation Center. The finish line celebration includes live performances and a day full of outdoor recreation activities such as kayaking, dragonboating, fishing, hiking, biking and much more.

“The 5280 Race Series is aligned with all of our goals for promoting outdoor recreation in the Manayunk area” said Melissa Andrews, Project Manager & Watershed Education Coordinator for Destination Schuylkill River. “When Pattison Sports Group envisioned a race on Main Street, we were thrilled by the idea of bringing residents and visitors down to our commercial district and highlighting a growing group of businesses that focus on fitness, a healthy lifestyle, and proximity to the Schuylkill River and trail system.”

For more information about the 5280 Race Series and to register, please visit www.5280RaceSeries.com. To speak with a PSG representative about getting involved, please call (484) 356-1024.

Charitable Partner – Healthy Kids Running Series

Healthy Kids Running Series was founded in 2009 to combat increasing rates of childhood obesity through the introduction of running. What began in West Chester, PA now operates in upwards of 75 communities across the country and Puerto Rico. HKRS is its own non-profit entity managed by the Pattison Sports Group staff. For more information please visit www.HealthyKidsRunningSeries.org.

About Pattison Sports Group

Pattison Sports Group, founded in 2008, is Philadelphia's premier sports marketing firm specializing in Event Management, Strategic Sports Sponsorship Consulting and Property Representation. The Victory Event Series is Pattison Sports Group's lacrosse event brand featuring tournaments, showcases, clinics and the Victory Girls Lacrosse Club. PSG also founded and manages the Healthy Kids Running Series, a national nonprofit combating childhood obesity through a positive and educational introduction to running.

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