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FOR IMMEDIATE RELEASE

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Light Up the Night in Irving this November

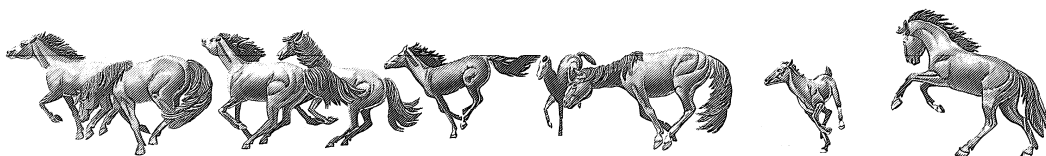
Glow Run 5K heads to Irving on Nov. 17

IRVING, Texas (Oct. 31, 2012) – Thousands of glowing runners will light up Las Colinas during Irving's first Glow Run on Saturday, Nov. 17, at 6:30 p.m. While glowing from head to toe, individual runners and teams will race on the 5K course along Lake Carolyn Parkway, and finish up the race at the [Irving Convention Center at Las Colinas](#) (ICCLC).

Registration is \$40 each for individuals and \$30 each for teams of four or more through Wednesday, Oct. 31. Registration fees are \$45 each for individuals and \$40 each for teams of four or more from Thursday, Nov. 1 through race day on Saturday, Nov. 17.

Individuals and teams may register online through Thursday, Nov. 15. On-site registration is available on race day. Registration fees include a post-race DJ dance party that runs from race end until 10:30 p.m.

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Light Up the Night in Irving this November /page two

Post-race food and beverages are available for cash-only purchase at the event. No credit cards accepted at the event on Race Day.

Three options are available to Dallas/Fort Worth area participants for race packet pick-up:

- Thursday, Nov. 15, from 2 – 7 p.m. at [Run On](#) (Coppell Location: 680 North Denton Tap Road, Coppell, TX 75019)
- Friday, Nov. 16, from 10 a.m. – 7 p.m. at [Run On](#) (Dallas-Mockingbird Location: 5400 East Mockingbird Lane, Dallas, TX 75206)
- Saturday, Nov. 17, from 3 – 6:30 p.m. at the ICCLC (event venue).

Conveniently located nearby the race site, the [Aloft Las Colinas](#) hotel extends a special [Glow Run rate](#) of \$79 per night to runners if booked by Tuesday, Nov. 13. Rate is subject to availability.

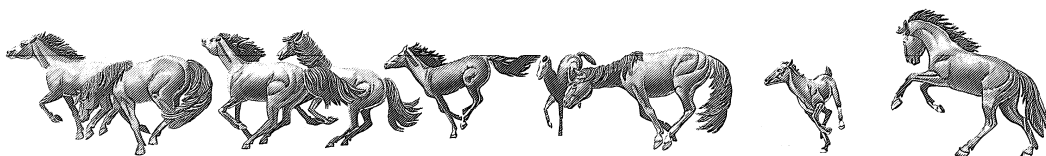
For the Irving run, Glow Run 5K partnered with the [North Texas Chapter of The Leukemia & Lymphoma Society](#). As the run's designated charity partner, the Leukemia & Lymphoma Society pledges event volunteers and the Glow Run makes a minimum donation of \$1 per runner, plus an additional \$1 match per runner by the Glow Run Series. Runners are encouraged to add an additional \$1 when registering. In past Glow Runs, the majority of registered runners agreed to the additional donation. The final donation total will be announced on Race Day.

Connect with Glow Run on [Facebook](#) at facebook.com/GlowRun5K and [Twitter](#) at twitter.com/GlowRun5K.

About Glow Run 5K

The Glow Run is a one-of-a-kind 5K Run/Walk experience – a full 3.1 miles of glowing fun featuring multiple black light zones, a glowing finish line chute and arch as well as thousands of runners decked out in glow gear. Runners light up the night, making their way through the 3.1 mile course followed by a post-race after party featuring a beer garden* and local DJs spinning music late into the night. The Glow Run also features music at multiple spots along the course and a DJ pumping out the latest top 40 dance mixes to help runners stay motivated. **Beer is available for purchase at the beer garden for a small fee. Beer garden is upon city approval, check individual city page for details.*

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Light Up the Night in Irving this November /page two

About Irving, Texas

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of six Fortune 500 companies. For more information, visit irvingtexas.com

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