

500 W. Las Colinas Blvd.

Irving, TX 75039

Phone 972-252-7476

800-247-8464

Fax 972-401-7729

www.irvingtexas.com

FOR IMMEDIATE RELEASE

Contact: Diana Pfaff
(972) 401-7722
dpfaff@irvingtexas.com

Melissa Cannon
(972) 401-7723
mcannon@irvingtexas.com

Gerryl Krilic, *Glow Run 5K*
(214) 460 9339
g.krilic@sbcglobal.net

It's a Glow This Saturday in Irving

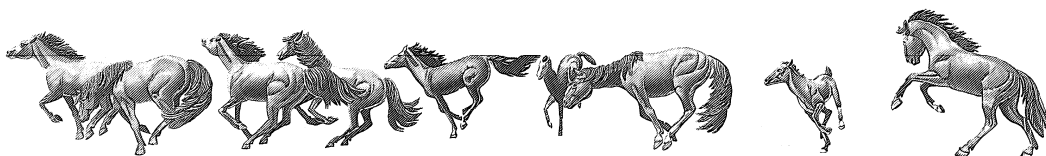
Beams from thousands of glowing runners brighten the Las Colinas night during Glow Run 5K

IRVING, Texas (Nov. 14, 2012) – It's a glow this Saturday night in Irving during the city's first Glow Run 5K. Beginning at 6:30 p.m., individual runners and teams will race on the 5K course along Lake Carolyn Parkway, starting and finishing the race route at the [Irving Convention Center at Las Colinas](#) (ICCLC). To view the race route, click [here](#).

Registration is still open, and on-site registration is available on race day. Registration fees are \$45 each for individuals and \$40 each for teams of four or more. Registration fees include a post-race DJ dance party that runs from race end until 10:30 p.m.

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

– more –



It's a Glow This Saturday in Irving / page two

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 extended the original Nov. 13 booking deadline for the [Glow Run rate](#) of \$79 per night. Special offer remains valid through Sunday, Nov. 18, subject to availability.

There's an important role at Glow Run for those with more of a volunteer style. Volunteers are needed for a variety of race duties prior to and on race day. Check Glow Run's [volunteer page](#) for more details and to sign up.

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.*

– end –

