



PRESS RELEASE

For Immediate Release

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The Color Vibe 5K making a splash in Midland March 18th

Midland, Texas – March 15, 2017 – The Color Vibe 5K Family Fun Run will be making its way to Midland Saturday, March 18th. The event will be held at the Scharbauer Sports Complex, and a portion of the proceeds will be donated to The Boys & Girls Club of Midland.

Each registrant will receive the Classic Runners Kit that includes a “Good Vibes Only” race shirt, Color Vibe and Good Vibes tattoos, color pack, race bib, Color Vibe sunglasses, and a finishers medal.

“Participants will enjoy a COLORFUL experience as they run throughout the course with a before and after dance party! Walk or run, everyone is welcome,” said event coordinator Clint Lawrence.

For registration information, pricing, and complete event details, visit www.thecolorvibe.com.

ABOUT THE Color Vibe 5K

The Color Vibe is the 2nd largest, nation-wide, non-traditional color 5K event production company in the US. The event is all about having fun and getting covered from top to toe with splashes of color pandemonium.

ABOUT VISITMIDLAND

The mission of *VisitMidland* is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination. The above information has been provided by The Color Vibe and distributed by *VisitMidland*. This event is projected to bring in \$90,800 in direct visitor spending to the Midland economy.

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