

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Dasher Dash 5K Reports Record Participation, Gives Back Proceeds to Stroll on State

Event organizers present donation to RACVB Charitable Foundation

FOR IMMEDIATE RELEASE

February 7, 2019

Rockford, IL – The Rockford Area Convention & Visitors Bureau (RACVB) and Fleet Feet Rockford announced record participation and proceeds at a news conference and check presentation ceremony celebrating the successful 2018 Dasher Dash 5K, presented by SwedishAmerican, a division of UW Health.

In its second year, the 2018 Dasher Dash 5K exceeded expectations with record-breaking attendance. Participation grew by 35 percent drawing **1,292 runners**, of which 44 percent were from Rockford. Participants also came from nearby cities such as Loves Park (9 percent) and other surrounding cities including Beloit, Poplar Grove, Belvidere and as far as St. Charles, Milwaukee, DeKalb and Chicago. Sixty-two percent of runners were female, and 21 percent of runners were under the age of 18.

Net proceeds from the event reached a total of **\$28,374.60** and have been donated to **RACVB's Charitable Foundation**. "It's really important to RACVB that Stroll on State remains a free event and open to all. We're so grateful to the many sponsors and of course the runners who have made this donation possible; we will steward it well and return it back to the community in the form of more family friendly fun," said Bobbie Holzwarth, RACVB Charitable Foundation board chair.

"Last year, together with our partners and friends at Fleet Feet Rockford, we started with a vision of a run that would further enhance Stroll on State and help runners explore a part of our city that perhaps they weren't already familiar with. Runners tell us they love the course because it helps them discover the city in a new way and also because of the fun features along the way like live music and encouragement from Santa Claus," said John Groh, RACVB's president/CEO. "We're thrilled with how quickly Dasher Dash has grown and how well it is supported by not only runners but also the corporate community."

In presenting the proceeds to the foundation, Dasher Dash organizers thanked the run's presenting sponsor, SwedishAmerican, a division of UW Health, and all event sponsors and supporters. "Their support and commitment to this event was integral to the success in 2018 and certainly will be in future years. And, of course, the team at Fleet Feet Rockford does such a good job managing all aspects of the run for us, we couldn't do it without them," said Groh.

"SwedishAmerican is extremely proud to have served as the Premier Sponsor for the 2018 Dasher Dash 5K. In just two years, the Dasher Dash has become the most successful race in our region. With more than 1,200 runners last year, the kick-off event to Stroll on State will no doubt continue to grow," said Dr. Michael Born, SwedishAmerican, a division of UW Health, president/CEO. "We'd like to thank and congratulate our friends at the Rockford Area Convention & Visitors Bureau and at Fleet Feet for coordinating such a well-organized race. SwedishAmerican is indeed honored to sponsor this elite community event."

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Dasher Dash is generously supported by the following sponsors:

- SwedishAmerican (Presenting Sponsor),
- Illinois Bank & Trust (Award Ceremony Sponsor),
- Turano Baking Company (Snowman Village Sponsor), Pearson (Grinch's Gatorade Sponsor), Wolfe Landscaping (Prancer's Path Sponsor), Northern Mechanical (Polar Pass Sponsor), Gorman & Company (Prancer Pass Sponsor), Beefaroo (Dasher Dash Registrations), A Tanner Design, Inc. (Music on Morgan Sponsor), Lamar (Rails to Trails Route Sponsor), Fleet Feet (Starting Line Sponsor), By The Dozen (Cookies and Donut Sponsor), Simply Perfection (Photobooth Sponsor), Pepsi (Water and Serving Sponsor) and Peak Fitness (Peak Mobile Media Sponsor).

"Fleet Feet is incredibly proud to have teamed up with the RACVB to bring the Dasher Dash to the Stroll on State experience. The overwhelming community support of this race, and the cooperation we received from sponsors, and the RACVB, makes us even more excited for what 2019 will bring," said Melissa Pratt, Fleet Feet owner and operating partner.

Registration and race day details for the 2019 Dasher Dash are now live. Runners interested in participating can register online at <https://runsignup.com/Race/IL/Rockford/StrollonStateDasherDash5k>, www.strollonstate.com or at Fleet Feet, 1653 N Alpine Rd, Rockford, IL 61107.

About Dasher Dash: Dasher Dash 5K was created in 2017 and is a holiday themed race that starts at the UW Health Sports Factory, 305 S Madison St and ends in historic Haight Village on Grove Street. The race moves through historic downtown and southwest Rockford, including four bridge crossings, Haight Village, the Founders Landing District and the grounds of Tinker Swiss Cottage Museum & Gardens. The certified course was created with all skill levels in mind; awards for top overall, top masters and first through third in each age group as well as finisher medals are given out.

The run is owned by the Rockford Area Convention & Visitors Bureau and professionally managed by Fleet Feet Rockford.

RACVB exists to drive quality of life and economic growth for the citizens of Rockford and Winnebago County through tourism marketing and destination development. gorockford.com

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