

Press Release | November 9, 2020

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## **Discover Peoria Announce the 6th Annual Santa Cause Run**

*The race will run from December 12 to December 20, 2020, with this year's benefactor being ArtsPartners of Central Illinois.*

**Peoria, IL-** The Peoria Area Convention and Visitors Bureau (Discover Peoria) and ArtsPartners of Central Illinois are gearing up to host the 6<sup>th</sup> Annual Santa Cause Run.

Due to COVID-19, this year's race will take place over nine days from Saturday, December 12 to Sunday, December 20 which will be the loop of ArtsPartners' Sculpture Walk in downtown Peoria. The race will begin at the Peoria Riverfront Museum and the route is a little over a mile long. If the participants would like to turn the route into a 5K, they would need to complete the route three times. Participants will be encouraged to email their times and a photo when completing the run to be posted on the race website [discoverpeoria.com/santa-cause-run](http://discoverpeoria.com/santa-cause-run). Those submitting times will be entered for a chance to win one of three \$100 gift certificates to a Peoria restaurant of their choice.

This year's race will benefit ArtsPartners of Central Illinois and help fund future Sculpture Walks by ArtsPartners.

"Holiday season is right around the corner and so is one of central Illinois' favorite events," **said JD Dalfonso, President and CEO of Discover Peoria.** "Although this year's Santa Cause Run may look different, racers will still have the opportunity to immerse themselves over an exciting nine-day long, holiday event with a portion of the proceeds going to ArtsPartners of Central Illinois--perfect for the holiday season of giving."

"The Santa Cause run allows the whole family to participate and spend time together during the holiday season," **said Jenn Gordon, Executive Director of ArtsPartners of Central Illinois.** "ArtsPartners is excited to be a part of the annual Santa Cause Run and very thankful for Discover Peoria's commitment to helping the quality of life of central Illinois residents and helping bolster the arts community."

The "run when you want" race gives participants nine-days to run or walk the route on the day and time of their choosing. With this year's route highlighting public art, including the nine large scale sculptures featured on this year's Sculpture Walk, participants can take photos with their favorite artwork. We encourage racers to use **#DiscoverPeoria** and **#SantaCauseRun** to enter into a contest for additional prizes.

Registration is \$30 for adults and \$15 for kids (18 and under). Registration is now available through 309Tix or visit [discoverpeoria.com/santa-cause-run](https://discoverpeoria.com/santa-cause-run) to register.

Discover Peoria's Santa Cause Run page also has a downloadable version of this year's race map and more information about this year's event.

Registration includes a race packet with an official 2020 Santa Cause Run t-shirt, locally made in Peoria by Uniquee Tees, coupons and items from local businesses and a reusable ArtsPartners shopping tote bag.

Thanks to our partnership with the Peoria Riverfront Museum, participants can register in person during race packet pick-up on Thursday, December 10 from 10 a.m. - 6 p.m. and Friday, December 11 from 10 a.m. - 3 p.m. at the Peoria Riverfront Museum's Auditorium, lower entrance.

This year's event is sponsored by Bob Lindsay Acura, and Bob Lindsay Honda.