START
pigs are friends
not food

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FOR IMMEDIATE RELEASE: (August 11, 2018)

THIRTEENTH ANNUAL CRAPE MYRTLE RUN AND FESTIVAL

***CMT Board** has donated hundreds of thousands dollars to MISD and area schools.*

McKinney, Texas: Saturday morning, September 29, 2018 is the annual Crape Myrtle Run 10K, 5K, 1-Mile Fun Run and Free Family Festival featuring very fast USATF-certified courses. The start/finish line for all walkers and runners is located this year at McKinney Boyd High School, 600 North Lake Forest Drive, McKinney, Texas 75070. Races begin at 8:00 and 8:30 a.m. with check-in and free family festival at 7:00 a.m.

Phil Wheat, president of the Crape Myrtle Trails Board said, "Once again, our run begins Saturday morning and offers a fun family event with healthy options while allowing participants to burn off a few calories before heading downtown to enjoy the remainder of McKinney Oktoberfest weekend. It's a great family-fun event, but it's for serious runners too. We hope folks from all over Texas, Oklahoma, and Arkansas will come to "Run, Shop, and Stay" and see what a great place McKinney is."

The free festival area of this annual event includes activities in "Myrtle Village" before, during, and after the races. Entertainment and activities include a petting zoo, face painting, photo booth, bounce house, inflatable obstacle course, music, warm-up exercises - and a great favorite, the Chicken Dance. In a long-established tradition, students from area schools with the largest registered run participation will get to see their coach or principal Kiss a Pig. ("Myrtle" is the pig's name.)

Rodney Haynes, CMT Board member and this year's Run Chair, commented, "This year's run course is terrific and is USATF-certified and timed. We hired a new timing company this year – Matt Compton with Compton Time and Measure. And there will be trophies, medals, and prizes galore. We're giving prizes away for the best dressed runners, best pig costume, and best media post too."

Take advantage of the early-bird discount rate before September 24, 2018 at Get Me Registered. The last day for runner's packet pickup at Run-On in McKinney is Thursday, September 27, 2018. After Thursday, September 27, all registrations and packet pickup will be onsite on race day at 7:00 a.m. For onsite registrations on Saturday morning, runners can "skip the line" by using their mobile device for registration. There will be large QR codes within the registration area for runners as a way to speed race day registrations.

Medals and trophies will be awarded in multiple age divisions. In addition, area schools reap benefits when Crape Myrtle Trails Board members return a portion of the profits from this race, based on runners' registrations, to any schools with registered runners. Since its incorporation date in 1998, The Crape Myrtle Trails of McKinney Foundation has donated hundreds of thousands dollars to MISD and area schools.

For advance runner/walker registration, go to www.crapemyrtletrails.org. Race day onsite registration begins at 7:00 a.m. at the north end of the McKinney Boyd High School parking lot.

Dozens of community businesses and organizations are sponsors for the event, including the McKinney Community Development Corporation. For sponsorship opportunities, please contact Susan Shuttleworth, Crape Myrtle Trail Board at shuttleworth.susan@gmail.com

For additional information, please contact Phil Wheat, pdwheat@unitedplanners.com, 972.768.7155

About Crape Myrtle Trails of McKinney: The Crape Myrtle Trails of McKinney Foundation is an all-volunteer, self-funding, 501(c)3 nonprofit (75-2788771) with 100% of our profit going back into the community. Our mission is to be an integral part in elevating the beauty and appeal of our city to the highest level by showcasing the premier flowering tree of the South throughout our community and promoting McKinney Texas as "America's Crape Myrtle City". Proceeds from this annual race, our only fund-raising event, are used for our annual Mother's Day Project where Crape Myrtle trees are given to every fifth-grader within MISD, our design of McKinney's Crape Myrtle Trails in 1998, and design of McKinney's hidden gem - the World Collection Park opened June 2011. McKinney's World Collection Park is a beautiful, 7-acre park with all varieties of Crape Myrtles. Attracting visitors worldwide due to the uniqueness of this park, no other such collection exists in the world.

###

1 - Winning school with most registered student runners - getting a kiss from Myrtle the Pig.

2 - Cute pup on the CMT 1-mile fun run.

3 - Downtown McKinney Oktoberfest logo

4 - CMT signs are located throughout the city.

5 - CMT logo

6 – Dr. Rick McDaniel, Superintendent MISD, getting a kiss from Myrtle the pig at CMT Run.

7 - Petting zoo in Myrtle Village at 2016 CMT Run.

8 - Bounce house in Myrtle Village at CMT Run.

9 - Phil Wheat, CMT Board President with Myrtle the Pig and winning school principal TBD.

10 - Start of CMT 1-Mile Fun Run.

WHEAT GIVENS FINANCIAL
FIRST UNITED BANK
INDEPENDENT BANK
BIRDS UNLIMITED
BB&T
THE BODY SHOP, McKinney
HANDYMAN MATTERS
INTEGRITY AUTOMOTIVE
McKINNEY

RUNNERS 2018 ZIP CODE (City/St)	# of Runners 2018
20851 (Rockville, MD)	1
30040 (Cummings, GA)	1
50125 (Indianola, IA)	2
62711 (Springfield, IL)	1
65682 (Lockwood, MO)	1
70820 (Baton Rouge, LA)	1
73507 (Lawton, OK)	1
74112 (Tulsa, OK)	3
75001 (Addison, TX)	2
75002 (Allen, TX)	9
75007 (Carrollton, TX)	2
75013 (Allen, TX)	6
75019 (Coppell, TX)	3
75020 (Denison, TX)	1
75023 (Plano, TX)	2
75024 (Plano, TX)	3
75025 (Plano, TX)	10
75028 (Flower Mound, TX)	3
75033 (Frisco, TX)	2
75034 (Frisco, TX)	4
75035 (Frisco, TX)	13
75039 (Irving, TX)	1
75056 (The Colony, TX)	1
75060 (Irving, TX)	2
75067 (Lewisville, TX)	2
75068 (Little Elm, TX)	4
75069 (McKinney)	32
75070 (McKinney)	159
75071 (McKinney)	438
75072 (McKinney?)	107
75073 (Nevada, TX)	2
75074 (Plano, TX)	4
75075 (Plano, TX)	2
75078 (Prosper, TX)	1
75080 (Richardson, TX)	2
75082 (Richardson, TX)	2
75087 (Rockwall, TX)	1
75088 (Rowlett, TX)	1
75093 (Plano, TX)	3
75094 (Plano, TX)	19
75098 (Wylie, TX)	1
75150 (Mesquite, TX)	1
75166 (Lavon, TX)	2
75189 (Royse City, TX)	2
75206 (Dallas, TX)	2
75218 (Dallas, TX)	4
75240 (Dallas, TX)	7
75243 (Dallas, TX)	2
75248 (Dallas, TX)	12
75252 (Dallas, TX)	1
75287 (Dallas, TX)	1
75407 (Princeton, TX)	4
75409 (Anna, TX)	2
75418 (Bonham, TX)	2
75454 (Melissa, TX)	5
75476 (Ravenna, TX)	1
75491 (Whitewright, TX)	3
75495 (Van Alstyne, TX)	1
76051 (Grapevine, TX)	1
76092 (Southlake, TX)	2
76137 (Ft. Worth, TX)	1
76201 (Denton, TX)	1
76272 (Valley View, TX)	2
76458 (Jacksboro, TX)	2
78070 (Spring Branch, TX	4
2018 Run Totals	**920**
2017 Run Totals	**835**

Outside States 2018	Outside States 2017	Outside States Increase Over 2017	McKinney Only 2018	McKinney Only 2017	McKinney Only Increase Over 2017	Outside Collin County 2018	Outside Collin County 2017	Outside Collin County Increase Over 2017	Inside Collin County 2018	Inside Collin County 2017	Inside Collin County Increase Over 2017
11	3	Up 8 or 288%	736	624	Up 116 or 18%	92	63	Up 29 or 46%	828	759	Up 69 or 9%

Pre Promotion Results:

2018 Runners Registration Details.

Note: Increased Out-of-State runner registration by 8 states over 2017. (2017 had 3 states.)

Also, Outside Collin County runner registration increased in 2018 by 46% over 2017.

2018 Run Promotion Sites

RUN - PROMOTION - ADVERTISER WITH LINK	#	TIMING	COST	STATUS	COMMENTS
97.5FM KLAK Radio - Press or News release	1	DONE			
Allen Image Magazine	1	DONE			
Facebook ads (Barbra)	1	DONE			
Frisco Image Magazine	1	DONE			
Good Family Life	1	DONE			
http://www.dallasobserver.com/event/	1	DONE			
http://www.susiedrinksdallas.com	1	DONE			
http://www.texasbeerspot.com/event	1	DONE			
https://static1.squarespace.com	1	DONE			
https://texaslifestylemag.com	1	DONE			
https://www.dmagazine.com	1	DONE			
https://www.groupon.com/local/mckinney/festivals	1	DONE			
https://www.guidelive.com/festivals/	1	DONE			
Instagram (Matt Latham)	1	DONE			
McKinney Bubble Life	1	DONE	Free		
McKinney Image Magazine (no longer published)	1	DONE	NA	NA	
NextDoor Stonebridge Community	1	DONE			
Prosper Living Magazine	1	DONE			
Runner's World Magazine EVENT CALENDAR	1	DONE	Free		
Twitter (Matt Latham)	1	DONE			
Volunteer McKinney	1	DONE	Free		
WBAP "Neil Sperry's Texas Gardening" radio program	1	DONE			
Community Impact Newspaper - McKinney Edition - Plano, Frisco, Lewisville/Flower Mound/Highland Village, Cedar Park/Leander AUSTIN,	1	DONE	FREE	LIVE	
Competitor RUNNING race calendar	1	DONE	Free	PENDING	
Dallas Morning News Guide	1	DONE	Free	PENDING	
Everfest	1	DONE		PENDING	
Good Morning Texas (WFAA Channel 8 ABC)	1	DONE	Free	PENDING	Screwed up picture, need to reise
http://dallas.citymomsblog.com	1	DONE	Free	PENDING	
http://dallas.culturemap.com	1	DONE	Free	PENDING	Time is messed up, need to fix
http://starlocalmedia.com/mckinneycouriergazette/news	1	DONE	Free	PENDING	
http://visitdfw.com	1	DONE	Free	PENDING	
http://www.liveindallas.com	1	DONE	Free	PENDING	
http://www.ohsocynthia.com	1	DONE	Free	PENDING	
http://www.ontherunevents.com/raceform.sht	1	DONE	free		
http://www.runguides.com/dallas (from Rodney, new in 2018)	1	DONE		PENDING	
https://www.runproject.org/calendar	1	DONE	Free	LIVE	
https://www.surveymonkey.com/r/3QZ8QJ5	1	DONE	Free		
Natural Awakening Magazine	1	DONE	FREE	PENDING	
Sorie, Little Rock AR	1	DONE	Free	PENDING	
Visit McKinney	1	DONE	Free	LIVE	
Total Promotional Listings	40				

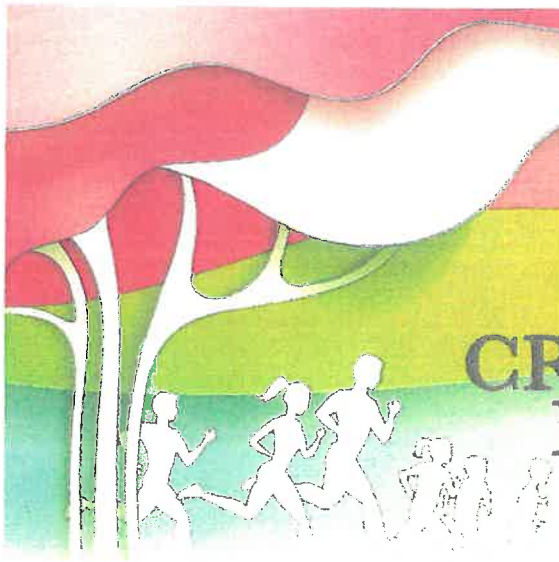
To promote the 2018 Crape Myrtle Run & Festival, KLAK will air the following:

- 130 – :30 commercials to air 10x per day for 13 days, September 16 – 28, 2018.
- Logo and link on KLAK website during same promotion period.
- Representatives from Crape Myrtle Run & Festival to do on-air interview on KLAK prior to event.
- Inclusion in KLAK Community Calendar.

Total Investment: $3,000

Accepted by: _____ Date: 08/15/2018

97.5KLAK
Today's Best Music



THE CRAPE MYRTLE TRAILS OF McKINNEY™

13TH ANNUAL

CRAPE MYRTLE RUN & FESTIVAL 2018

USATF CERTIFIED 5K, 10K COURSES

TIMING AND COORDINATION BY COMPTON TIME & MEASURE

HELP OUR KIDS **- $5.00 DONATED TO THE SCHOOL'S P.E. DEPARTMENT YOU NAME WHEN YOU REGISTER!**

(DOES NOT INCREASE YOUR REGISTRATION FEE)

McKINNEY TEXAS

Unique by nature.

SATURDAY SEPTEMBER 29

RACE BEGINS AT MCKINNEY BOYD HIGH SCHOOL

Check-in opens at 7:00am • 1-Mile Fun Run starts at 8:00am
10K & 5K start at 8:30am

RUNNER FEATURES

Certified, flat and very fast 5K,10K courses with a timed 1-Mile Fun Run for Kids!
Disposable chips, timing and coordination by RunOn of Texas

Petting Zoo • Magician • Face Painting • Obstacle Course
Great Music • Tons of Prizes • Special awards for best chicken dancers!

Register Early

for DISCOUNTS at GetMeRegistered.com or call 972-768-7155

BRING YOUR RUNNERS BIB TO DOWNTOWN
MCKINNEY TO REDEEM FOR FOOD AND DRINK

REGISTER HERE!

Downtown McKinney

Oktoberfest

2018 Sponsorship Opportunities

2018 13th Annual Crape Myrtle Run - 10K, 5K, 1-Mile Fun Run & Free Family Festival

Start/Finish at McKinney Boyd High School, 600 N. Lake Forest Dr, 75071 (north side parking lot)

Petting zoo, bounce house, face painting, photo booth, and more!

7am, Saturday, September 29, 2018

Sponsor Benefits

- One of McKinney's premier 10K, 5K, 1-mile fun run draws participants from all age groups throughout North Texas and surrounding states.
- USAFT-certified and timed run courses
- Company exposure to over 1000 runners, festival participants, & families.
- Sponsor benefits depend on level but all sponsors' logos receive visibility in marketing material, race day signage, on CMT website with hyperlinks, and on t-shirts.
- Supports MISD & other area schools - here's your chance to reach faculty, students, parents & consumers in North Texas area.
- Sponsorships are tax deductable.
- Promotes health, fun, family fitness, school spirit, and community involvement.
- More than 100 registered volunteers local from the North Texas area.
- Family-friendly festival is free and open to the public.
- Actively promoted in print, radio, social media, and runner's websites.

SPONSOR LEVELS

$2,500 PLATINUM CUSTOM SPONSOR – ***CREATE YOUR OWN CUSTOM SPONSOR!***

- **Sponsor advertising on *The Neil Sperry's Texas Gardening* WBAP radio program**
- **Signage along race course and at Myrtle Village***
- **One-year of advertising on Crape Myrtle Trails of McKinney website with hyperlink**
- **Company logo featured at top level on t-shirts**
- **Featured on all advertising and promotional pieces**
- **Honored from the stage**
- **Participation with Kiss-the-Pig winners' ceremony**
- **Prime booth location, canopy, table, and chairs at Myrtle Village***

$1,000 GOLD SPONSOR

- **Advertising on *The Neil Sperry's Texas Gardening* WBAP radio program**
- **Signage along race course and at Myrtle Village***
- **One-year of advertising on Crape Myrtle Trails website with hyperlink**
- **Company logo featured prominently on t-shirts**
- **Featured on all advertising and promotional pieces**
- **Honored from the stage**
- **Booth space, canopy, table, and chairs at Myrtle Village***

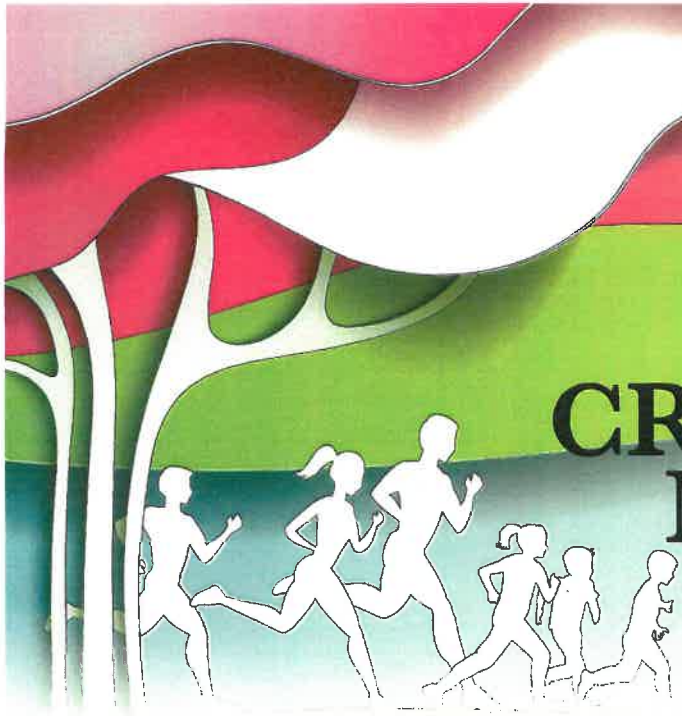
$500 SILVER SPONSOR

- **Signage along race course and at Myrtle Village***
- **One-year of advertising on Crape Myrtle Trails website with hyperlink**
- **Company logo on t-shirts**
- **Name on all advertising and promotional pieces**
- **Announced from the stage**
- **Booth space, canopy, table, and chairs at Myrtle Village***

$250 BRONZE SPONSOR

- **Signage along race course and at Myrtle Village***
- **One-year of advertising on Crape Myrtle website with hyperlink**
- **Company logo on t-shirts**
- **Name on all advertising and promotional pieces**
- **Announced from the stage**

FUNDED IN PART BY McKINNEY COMMUNITY DEVELOPMENT CORPORATION



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Petting Zoo • Magician • Face Painting • Obstacle Course
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REGISTER HERE!

Downtown Oktoberfest

CRAPE MYRTLE RUN & FESTIVAL!

10K, 5K & ONE-MILE FUN RUN

SEPT. 29, Saturday

To REGISTER, go to:

GetMeRegistered.com

and type McKinney in the Search

or, go to:

http://bit.do/2018Run

FUNDED IN PART BY
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

MY McKINNEY

CRAPE MYRTLE RUN & FESTIVAL

REGISTER NOW

www.GetMeRegistered.com

then search "McKinney"