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ROOTS N BLUES N BBQ HALF MARATHON AND 10K SCHEDULED TO RETURN OCTOBER 2

COLUMBIA, MO—(June 16, 2010) Returning for the 2nd year, the Roots N Blues N BBQ Half Marathon and 10K is scheduled to take place October 2 at 7 a.m. starting at Flat Branch Park. Thumper Entertainment, in partnership with UltraMax, will offer two course options, a 10K and a half marathon, both offering a scenic run through Columbia and across the Katy Trail.

Issuing a \$5,000 prize purse, the Roots N Blues N BBQ Half Marathon gives out the largest prize purse in Columbia history, attracting elite runners from across the nation. “In only its second year, the Roots N Blues N BBQ Festival half marathon has quickly become one of the most anticipated events in the Midwest. A \$5,000 cash prize purse in the 10K Run has set the bar very high and is sure to attract some of the best runners from around the Midwest,” says Mark Livesay, owner of UltraMax Events. In 2009, 1,200 registrants participated coming from eight different states. This year, UltraMax is expecting 2,500 participants, but will cap the enrollment at 3,000.

“The Roots N Blues N BBQ Festival Half Marathon is a wonderful addition to the festival. Runners get to enjoy music along the course and great BBQ following the race! It gives athletes and their families another reason to come to Columbia,” says Betsy Farris, President of Thumper Entertainment. To incorporate the atmosphere of the Roots N Blues N BBQ Festival, bands will be set up to play live music at select aid stations along the certified course. Aid stations will be located approximately every mile and will be stocked with water, Heed Sports drink, Hammer Gel, Electrolytes, ice, sponges, fruit and light first aid supplies. Volunteers will be stationed along the route to support the runners and keep them on course.

At the end of the course, barbecue vendors will set up to provide free food for participating runners and volunteers in Flat Branch Park. In addition, all racers will receive a commemorative technical race shirt produced by Chapman Heating and Air Conditioning, Rockstar Energy Drink, awards in five-year age groups with custom wine from Les Bourgeois Winery, and a Half Marathon finisher gift.

The 2010 Roots N Blues N BBQ Half Marathon is made possible with the support of Family First Chiropractic, Rockstar, Columbia Visitors Bureau, and UltraMax.

For more information or to register for the event, visit ultramaxtri.com.

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