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MEDIA ALERT

ON YOUR MARK, GET SET, GO! TEMPE MARKETPLACE'S ROAD RUNNER SPORTS HOSTS THIRD THURSDAY ADVENTURE RUNS

Running pays off as retailer encourages, rewards shoppers for lacing up, being active

WHAT: It's time to lace up and get ready to race around Tempe Marketplace during the Road Runner Sports' Third Thursday Adventure Runs. Happening at 6 p.m. every third Thursday of the month (except for December), the 60-minute scavenger runs are packed with fun and cool giveaways, raffle prizes, music and even an after-party.

During the free event, participants run to multiple fun checkpoints near Road Runner Sports and grab as many free raffle tickets as they can for a chance to win more than \$2,500 in gift certificates and running gear, along with a \$400 in-store prize package and \$600 in gift certificates at the after party.

Participants are required to register for the events. Pre-registry is available by visiting Road Runner Sports' [Eventbrite page](#) and is available until one hour before the run begins. All registrants will receive a Ziploc bag, pen and piece of paper to track checkpoints. Once the clock strikes, a map with 12 checkpoints will be revealed. Pre-registered runners will receive an email with a GPS-guided map that will help along the adventure.

Participants will have a chance to double their raffle tickets at every checkpoint if they are wearing the official Thursday Adventure Run technical T-shirt from Road Runner Sports. Quantities are limited.

Additional Adventure Run details are available by visiting adventurerun.com/tempe/get-details/.

WHERE: Tempe Marketplace, 2000 E. Rio Salado Pkwy, Tempe, AZ (Loops 101 and 202)

WHEN: The Third Thursday Adventure Runs take place at 6 p.m. on Feb. 18, March 17, April 21, May 19, June 16, July 21, Aug. 18, Sept. 15, Oct. 20 and Nov. 17.

The raffle will take place at approximately 7:30 p.m.

VISUALS: Key visuals available include:

- Participants lacing up and preparing to participate in the adventure runs;
- Road Runner Sports hiding tickets for the scavenger run at key checkpoints throughout the center;
- Runners loading up the raffle boxes with their tickets, ready to win \$2,500 in merchandise.
- Friends and families being active, winning prizes and having a good time at Tempe Marketplace.

INFO: For more information, visit adventurerun.com/tempe/get-details/.

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