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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/](http://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/](http://adventurerun.com/tempe/get-details/).

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