



May 17, 2010 - Press Release
For Immediate Circulation

RE: 25th Annual Running of the Alliant Energy Fifth Season Race

The Cedar Valley Running Association announces the 25th annual Alliant Energy Fifth Season Race presented by the Cedar Valley Running Association. The Alliant Energy Fifth Season Race-8K Run, 5K Run/Walk, Youth Mile, and Kids' Fun Run will be held July 4th in downtown Cedar Rapids.

We invite you to participate in this July 4th Midwest running tradition celebrating its 25th anniversary running of the races. The premier 8K Run start is 7:30 a.m. The popular 5K Fun Run/Walk start time is 8 a.m. The Fifth Season Youth Mile Run, a competitive race for kids age 7-14, begins at 9 a.m. The traditional Kids' Fun Run for kids age 0-10 begins at 9:30 a.m. The start will be on May's Island, 3rd Avenue Bridge. The finish is at 2nd Avenue and 2nd Street SE.

Registration fees are \$25 before June 22, \$30 before June 29, and \$35 for late registration on July 3. Youth Mile Run fee is \$10 through July 3. Kids' Fun Run fee is \$5 through July 4. Fifth Season Race Expo-Late Registration and Packet Pickup will be at the Crown Plaza Five Seasons Hotel. Entrants can pick up their race bib, electronic timing chip, and race shirt from 10 a.m. to 5 p.m. on July 3 and 6 to 8 a.m. on July 4.

The premier 8K Run offers a total prize money purse of \$18,000 to top USA runners. Prize money total for the top ten USA male and female overall finishers is \$12,000. Prize money total for top three USA master male and female finishers is \$1,000. Prize money total for top five State of Iowa male and female finishers is \$3,000. Prize money total for top three Local county male and female runners is \$1,000. Prize money total for top two open and masters USA male and female teams is \$1,000.

After the race, let the fun begin at our post-race parties!! Enjoy plenty of food, drink and family fun along 1st Street SE near the Alliant Energy Tower and along the 2nd

Avenue Bridge overlooking the Cedar River. "Rock the Ramp!!" Adults (free of charge for registered entrants, sponsors and volunteers age 21+ only) enjoy the hospitality of the Cedar Rapids Jaycees, live music provided by the O'Connell Brothers Band, and refreshments provided by Fleck Sales-Miller Lite at the United Fire Group – Top of the Parking Ramp.

The race will again contribute a percentage of its total revenues to the Greater Cedar Rapids Community Foundation and to Mercy Hospice House. Over \$17,000 cash and in-kind donations have been raised by entrants and sponsors in years past.

The running of the races is on July 4th celebrating 25 years!! Come out for the fun!

Please refer to www.fifthseasonrace.com for additional race information and race updates.

Mike Regan, Race Director
Alliant Energy Fifth Season Race

Candy Mullen, President
Cedar Valley Running Association