

NEWS & INFORMATION



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Heidi Swartz – 817-207-0224, info@cowtownmarathon.org

2017 Cowtown Marathon Elite Challenge

\$20,000 in Guaranteed Prize Money to be Awarded
in Ultra, Marathon, Half Marathon & new for 2017 the 10K

(Fort Worth, TX) ---

The Cowtown announced today that it will offer \$20,000 in cash prizes in an expansion of its Elite Runner Program for 2017,

For the Marathon, prize money will be awarded to the top five male and female finishers: \$1,500 to the first man and woman; \$1,000 to the male and female second-place finisher; \$750 to the third-place finishers; \$500 to the fourth-place finishers; and \$400 to the fifth-place finishers.

For the Half Marathon, prize money will be awarded as well to the top five male and female finishers as follows: \$1,000 to the first man and woman; \$750 to the second-place finishers; \$500 to the third-place finishers; \$400 to the fourth-place finishers; and \$300 to the fifth-place finishers.

For the Ultra Marathon (50K), \$1,000 will be awarded to the first man and woman.

A new distance added to prize money eligibility in 2017 will be the 10K, with \$500 awarded to the top male and female finishers; \$400 to the second place man and woman; and \$300 to the third-place finishers.

Also new for 2017 is a \$250 additional prize money opportunity for the first-place Texan male and female finisher in each of the Marathon, Half and 10K distances.

"In the first year of the Cowtown Elite Program we focused on the Marathon and in the second year we focused the program on the Half Marathon – bringing records down in both distances. In the third year, we added prizes for the top finishers as well as everyone who bettered previous course records in those distances," said Heidi Swartz, Executive Director of The Cowtown. "For 2017 we want to offer more people the opportunity to win prize money."

A limited amount of qualifying athletes who would like to compete for one of the prize opportunities in the Ultra, Marathon or Half Marathon will be provided with race entry and hotel accommodation. To be eligible, athletes must submit an elite athlete application providing finishing results in 2015 or later in the appropriate distance for which they will be competing at the following standards; in the Half Marathon, sub 1:10:00 for men or sub 1:20:00 for women; and in the Marathon, sub 2:25:00 for men and sub 2:55:00 for women. Interested athletes can contact The Cowtown at info@cowtownmarathon.org.

The Cowtown, the largest multi-event in North Texas, is scheduled for Friday, February 24 thru Sunday, February 26, 2017 at Will Rogers Memorial Center, Fort Worth, Texas. In 2016, The Cowtown had over 24,000 runners participating in six different distances. The Cowtown is expecting a record year as it celebrates 39 years of running.

Established in 1979, The Cowtown races are presented by the University of North Texas Health Science Center, Medical City Healthcare, MillerCoors, Star-Telegram, NBC 5, Cook Children's Healthcare System and Bruce Lowrie Chevrolet.

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www.cowtownmarathon.org