



FOR IMMEDIATE RELEASE

Contact:

Ashley Lines

Charm City Run

410-561-3570

ashley@charmcityrun.com

NEW ROUTE FOR THE 2017 CHARLES STREET 12 WILL END AT UNDER ARMOUR'S SOUTH BALTIMORE HEADQUARTERS

The Fourth Running of The Charles Street 12 Will Take Place On September 2, 2017

(Baltimore, MD) – Charm City Run is excited to announce that the 2017 Under Armour Charles Street 12 presented by KELLY, a 12-mile road race down Charles Street in Baltimore, MD, will end at Under Armour's headquarters in Baltimore, MD. Under Armour is the Title Sponsor of this race, as well as Charm City Run's entire B3 Distance Race. Historically, the Under Armour Charles Street 12 presented by KELLY had ended at Power Plant Live!.

Now in its fourth year, the Labor Day weekend race draws nearly 3,000 entrants and has become a favorite of local runners. Participants enjoy running through Charm City's beautiful neighborhoods and passing esteemed religious, historical and educational institutions, as well as conquering a few slight hills at miles one and three for good measure.

"Our vision for this race was always to end at Under Armour's iconic waterfront headquarters in Locust Point," says Josh Levinson, owner of Charm City Run. "At its heart, The Charles Street 12 is a celebration of our city's history, and Under Armour plays an important part in that story. We're excited to see our master plan come together and share it with the running community."

Runners will start at the Shops at Kenilworth at 7:30 a.m. and head down historic Charles Street, a National Scenic Byway. The course passes some of Baltimore's most recognizable cultural, historical and religious institutions including Loyola University, the Cathedral of Mary our Queen, University of Baltimore, the Washington Monument, and the Walters Art Gallery.

The race will conclude at Under Armour, complete with a post-race party. Runners will enjoy complimentary lunch from Baltimore's favorite food trucks, beer from Diamondback Brewery and a live band. They will also receive an Under Armour Charles Street 12 race shirt and finisher's medal.

“Under Armour is thrilled to be hosting the thousands of runners participating in this year’s Charles Street 12 at our headquarters,” said Dave Larson, Senior Vice President and General Manager, RUN, at Under Armour. “The last stretch of any race is the one that requires the most fight and WILL. We’re not only proud to be a part of that moment, but look forward to sponsoring a race that celebrates the great city of Baltimore.”

More than just a physical challenge, the Under Armour Charm City 12 presented by KELLY gives back to the local community with a portion of each runner’s entry fees benefitting the Children’s Heart Program at the University of Maryland Children’s Hospital. The race brings runners together from throughout Maryland and beyond, offering a challenging but fun race day experience.

For more information about the race, please visit charlesst12.com.

###

Charm City Run is a running and walking specialty company that consists of eight retail locations: Annapolis, Bel Air, Belvedere Square (a dual-concept running and lifestyle boutique), Columbia, Fells Point (Opening Summer 2017), Frederick, Locust Point and Timonium. The store was named the 2016 Running Store of the Year by Competitor Magazine. Charm City Run Events manages, directs and times more than 90 sports endurance events each year. www.charmcityrun.com. LIVE. GIVE. RUN.