



PRESS RELEASE
For Immediate Release

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TEXAS 10 SERIES PROVIDES ATHLETES THE OPPORTUNITY TO RUN 4 WEST, TEXAS

THE WOODLANDS, TEXAS (June 13, 2013) – Texas 10 Race Management is excited to offer runners a way to elevate their racing experience. For their Kid's 1 mile, 5 mile and 10 mile races in Katy, Waco and Conroe, Texas, they are inviting runners to run **4 West, Texas**.

Texas 10 Race Management has set a goal to raise at least **\$40,000** to support **Waco Foundation's West, Texas Disaster Relief Efforts Fund**. This fund was created for the sole benefit of the victims and relief efforts of the West, Texas fertilizer plant explosion.

Texas 10 Race Management's mission includes promoting the advancement of running while supporting the community with a positive economic impact through contributions to volunteer organization and those in need.

The Run 4 West, Texas program aligns itself with this mission in partnership with Reason2Race (R2R). It not only allows athletes to reach an additional racing goal but also aids our West, Texas neighbors in rebuilding their lives following the April 2013 plant explosion.

Each race will provide a \$1,000 prize purse for the top fundraisers' charities. The top fundraiser overall will have an additional \$500 contribution from Texas 10 Race Management with the second place fundraiser's charity receiving a \$200 donation. The third through fifth place fundraisers will receive \$100 contributions towards their charities.

To aid in reaching the fundraising goal, Texas 10 has called upon Reason2Race to manage the 4 West, Texas program. R2R has a proven track record of supporting athletes in racing for a cause, ensuring that each athlete's experience of racing for others far exceeds their expectations.

The 4 West, Texas program encourages athletes to include their family, friends, and community in their journey to the finish line. Athletes are provided all the needed resources to share about their training and racing goals while promoting and raising funds 4 West, Texas.

"Texas 10 Race Management wanted a way to support the rebuilding efforts in West, Texas through our three running events in Katy, Waco and Conroe, Texas," says Texas 10

partner, **Willie Fowlkes**. “With the situation in West, Texas, the choice was obvious to us that in addition to providing athletes a great race, it was also time to give them a Reason2Race. We want the people of West, Texas to know that we are here for them, and our racing community intends to do our part to ensure their rebuilding efforts are successful.”

On Sunday, **September 29, 2013** in Katy, Texas an estimated 750 runners including those running 4 West, Texas will lace up their shoes and cross the Texas 10 Katy finish line.

On November 3, 2013, an estimated 500 runners will participate in neighboring Waco. And finally on December 7, 2013, an estimated 750 runners plan to participate in the final event of the year at Texas10 Conroe.

For more information about Texas 10 Race Management, 4 West, Texas, and Reason2Race please visit the links below:

- Texas 10 Race Management www.texas10series.com
- 4 West, Texas www.texas10series.com/interior.cfm?pg=4&sub=charity
- Reason2Race www.reason2race.com

-Texas 10 Race Management-