

# **BOLDERBOULDER »» PRESS RELEASE**

5500 Central Ave., Suite #110, Boulder, CO 80301 ☎ 303.444.RACE ☎ 303.447.9177 @ bolderboulder.com

## **FOR IMMEDIATE RELEASE CONTACT:**

**Cliff Bosley**

Race Director

303.444.7223 x14

[cliff@bolderboulder.com](mailto:cliff@bolderboulder.com)

**Trevor Rhodes**

Sponsorship Director

303.444.7223 x13

[trevor@bolderboulder.com](mailto:trevor@bolderboulder.com)

## **BolderBOULDER partners with 3M Clean Water Solutions to filter water on race course**

Boulder, CO – **May 14, 2010**

BolderBOULDER announced today a partnership with 3M Clean Water Solutions to provide race participants filtered water at all four aid stations as well as at the start and finish lines of the BolderBOULDER.

“Water and hydration are critical for all participants in endurance events. We are excited to partner with 3M to provide the best possible water for race participants. Not only will it be cleaner, clearer water, it will taste great!” said BolderBOULDER Race Director, Cliff Bosley.

As part of the partnership, 3M Clean Water Solutions will provide filtration units at all water aid stations on the race course. Race participants consume about 6,000 gallons of water along the course. This enormous volume makes it impossible to use bottled water for aid stations. The filtration systems will convert dozens of sources of tap water into filtered drinking water. These 3M systems, designed for use in residential homes, provide cleaner, clearer water and are a great alternative to bottled water..

Last year the BolderBOULDER attracted more than 53,000 racers, runners, joggers, walkers and wheelchair participants, ranking the event the second largest road race in the United States!

With nearly a century in the filtration industry, “3M Clean Water Solutions is excited to add to the overall race experience by providing filtered water to all BolderBOULDER competitors,” said Veena Lakkundi, Business Leader of 3M Clean Water Solutions. “The BolderBOULDER is the perfect way to introduce 3M to the community,” she continued. A full product portfolio is available at [www.CleanWaterBoulder.com](http://www.CleanWaterBoulder.com).

**About BolderBOULDER:** The DICK’S Sporting Goods BolderBOULDER 10K, a Running USA Founding Member, is the 2nd largest running race in the USA and the 3rd largest in the world. The race attracts over 50,000 runners, walkers, and wheelchair racers, and draws professional racing teams from all over the world to compete for one of the largest non-marathon prize purse in road racing. The race starts at the north end of 30th Street in Boulder, winds through neighborhoods with live music and entertainment at every corner, and finishes in the University of Colorado’s Folsom Field. More than 150,000 spectators watch the festivities from inside the stadium and along the course. The 32nd BolderBOULDER will be held on Memorial Day, May 31, 2010.

## **About 3M Clean Water Solutions**

3M Clean Water Solutions is a business unit of 3M Purification Inc., which began manufacturing industrial filtration solutions in 1912. In subsequent years, the company expanded to markets such as healthcare, automotive, foodservice and residential.

## **About 3M**

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M’s core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 65 countries. For more information, visit [www.3M.com](http://www.3M.com).