



# **BOLDERBOULDER »» PRESS RELEASE**

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## **FOR IMMEDIATE RELEASE**

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## ***Runner's World* Names DICK'S Sporting Goods BolderBOULDER America's All-Time Best 10K**

**BOULDER, CO (December 17, 2009)** – *Runner's World* magazine, recognized as the worldwide authority on running information, recently named DICK'S Sporting Goods BolderBOULDER America's Best 10K in its annual "Best of Running" issue. *Runner's World* editors picked their all-time favorite distance events, from 5-Ks to Ultras along with input from more than 3,400 readers to crown winners in each event and running category.

Boulder's Memorial Day tradition beat out the more than 2,000 10K races in the country including the largest race in the country, the Peachtree Road Race. *Runner's World* said, "Out-of-towners may feel the altitude, but they'll definitely love the spectacular scenery, world-class field, rich tradition, and the stadium finish."

Race Director Cliff Bosley and the BolderBOULDER team are pleased and proud of the recognition by *Runner's World* and the many interested runners who selected the BolderBOULDER. Bosley explained "To be recognized as America's all-time best 10K race by running's preeminent publication is truly an honor as our goal has always been to be the best rather than striving to be the biggest. In the early stages of our 31 year history we became known for our commitment to innovations with breakthroughs like the wave start, stadium finish in front of 50,000 fans, pro runners racing after the masses have run, separate professional women's and men's race, the Memorial Day Tribute and the International Team Challenge (the pro race) with the largest non-marathon prize purses paid anywhere for the professional athletes, to name a few."

Bosley added, "From the beginning, the battle cry of the race has been "Oh yes you can!" Since that time, when my father created the race, the culture of the organization has been to make the race run like a precision watch with attention to every detail, and the ever and on-going quest to improve the race and make the race the best experience for our participants. Thirty one years later we continue to be excited and honored to have the opportunity to stage the race in a way that connects with and serves our community and we're excited to look for new ways to do it better and give attention to all of the aspects of making things run right."

**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 6<sup>th</sup> 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 purses 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. Every year, the race makes donations to local charities that provide volunteers to help stage the race. The 32<sup>nd</sup> BolderBOULDER will be held on Memorial Day, May 31, 2010.

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