

## **BOLDERBOULDER 10K ANNOUNCES RUNNERS ROOST AND NIKE AS NEW PARTNERS**

*The Iconic Race in its 44<sup>th</sup> Edition Enlists Leading Running Brands to Enhance the Training and Race Day Experience for All*

Today, BOLDERBoulder 10K announced Runners Roost as the race's Presenting Sponsor and Nike as the Official and Exclusive Running Shoe and Apparel Partner, bringing together three running brands committed to helping fuel the future of the sport, connect and uplift communities and inspire and support all athletes.

The three-year partnership serves as a commitment to the Colorado and running communities – with an enhanced focus on training for runners of all levels and bringing more people into the sport.

Built on a storied history, BOLDERBoulder is one of the most acclaimed 10K events in the world, with over 40,000 participants per year and 100,000 spectators. Hosted on Memorial Day, participants wind through the neighborhoods of Boulder, Colorado, as they race toward the finish line on Folsom Field at the University of Colorado to celebrate, and to honor those who serve and have served our country in the military.

As the Presenting Sponsor, Runners Roost is the largest locally owned running store in Colorado with 10 locations. With a mission to inspire and equip Colorado to enjoy the run, Runners Roost has been running locally since 1977. Supporting the local running community through great events and experiences, both big and small, has remained a central part of following the business' mission since the very beginning. All 10 Runners Roost locations will serve as pick-up hubs for BOLDERBoulder packets.

For more than 50 years, Nike has pushed the boundaries of innovation and design to inspire all runners – whether an experienced runner trying to set a personal best or taking on the challenge of your first 10K. As an official partner, Nike's innovations and products will help power the race, including branded BOLDERBoulder race gear, a line-up of training and race day footwear and more.

The 2024 BOLDERBoulder 10K takes place on Monday, May 27. For more information and registration visit [BOLDERBoulder.com](https://www.bolderboulder.com). Stay tuned for updates on programs and initiatives with Runners Roost and Nike.