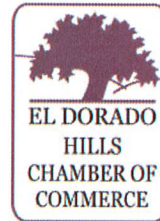


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FOR IMMEDIATE RELEASE

Press Release

El Dorado Hills Chamber of Commerce announces 2017 Half Marathon

The El Dorado Hills Chamber of Commerce is pleased to announce the launch of The Gold Country Half Marathon and 5k on June 11th, 2017.

This inaugural event will be the first major half marathon in beautiful El Dorado Hills. Starting and finishing in the pristine El Dorado Hills Town Center, The Gold Country Half Marathon and 5K will showcase all of what makes El Dorado Hills “one of America’s best places to live.”

The race will be a premier running event managed by the Sacramento Running Association’s world-class race operations team, and it will feature “the flattest and fastest course in the foothills.” Enjoy beautiful scenery, great participant services, and an exciting finisher’s party in El Dorado Hills Town Center featuring beer, wine, food, music and fun for the whole family.

The Sacramento Running Association (SRA) is a community-based non-profit that promotes the sport of running in the greater Sacramento area. The SRA spends over \$1 million annually to manage events and programs to benefit local runners of all ages and abilities. SRA successfully manages the annual California International Marathon along with other runs in the region. For more information, visit their website at, <https://runsra.org/>.

Gold Country Run + Sport, the premier running specialty store in El Dorado Hills, is the sole, contributing run specialty store sponsor and the official run packet pick-up location in El Dorado Hills. The Gold Country Run + Sport team will also conduct customized training programs for runners to prepare for the Half Marathon and 5k.

We expect **1,000 runners and 5,000+ people** in attendance for the finisher’s party from the counties of El Dorado, Sacramento, Placer, Sutter, Yuba, Yolo and Amador.

3Strands Global, Inc., an El Dorado Hills-based 501(c)(3) non-profit organization, has signed on as a contributing partner and a portion of the profits will benefit their organization.

Through employment, education and engagement initiatives, 3Strands Global empowers a worldwide community to combat human trafficking. Throughout the world, human trafficking is a fast-growing criminal enterprise. Their current efforts are focused on supporting programs that combat human trafficking in the U.S., Cambodia and Nepal.

The run course will be supported by local schools, organizations and volunteers at aid stations at every mile along the course. We are looking forward to having your involvement in this inaugural event and your partnership in the growth and development of the Gold Country Half Marathon for years to come.

“We are thrilled to bring this brand new event to El Dorado Hills which will both benefit and strengthen our community, local tourism and business community,” said Debbie Manning, President and CEO of the El Dorado Hills Chamber of Commerce.

Registration is now open for the Gold Country Half Marathon and 5K at rungoldcountry.org.