



NEWS RELEASE

For immediate release

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WPS Kids Power Run First Kid's Race through Lambeau

Move to allow more kids, families to participate

Green Bay, WI (April 27, 2010) . The relocation of the Wisconsin Public Service (WPS) Kids Power Run from Downtown Green Bay to Lambeau Field in conjunction with the other Cellcom Green Bay Marathon events will mark the first time a kids run has ever gone through Lambeau Field.

This 1K run around Lambeau Field and into the stadium parking lot will take place on Saturday, May 15 starting at 10 a.m.

The WPS Kids Run is part of our commitment to support local community events,+said Debra Wendt, Customer Communications Manager for WPS. We are very pleased with the move to Lambeau Field, which will allow more kids and families to participate.+

There are divisions for children ages 10 and younger. Parents are encouraged to run with their children who are 6 or 7 and children 5 and younger must have an adult accompany them. However, parents do not need to register to run with their child.

All pre-registered kids receive a race bib, t-shirt and finisher medal. Race packets can be picked up at the Prevea Health and Fitness Expo in the Lambeau Field Atrium on Friday, May 14 from 3 . 7 p.m. or Saturday, May 15 from 8 . 11:30 a.m. Food, refreshments and games will be available at the finish line in the Lambeau Field Parking lot beginning at 9 a.m. on Saturday.

Children will start in waves by age group with no more than 50 kids running at one time. The waves will start at 10 a.m. with the 10-year-old kids and will switch to a new age group every 20 minutes with the final wave of kids five years of age and younger beginning at 11:40 a.m. Each wave of kids will be accompanied by a several West De Pere track athletes to ensure their safety.

Each group of fifty kids will have a leader, who will stay with the fastest of the group, and a follower, who will stay behind all the kids,+said Sean Ryan, race director for the Cellcom Green Bay Marathon. This will ensure that no kids get separated from their pack and that they are all safe while participating in the race.+

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The eleventh annual **Cellcom Green Bay Marathon** will take place on May 14-16, 2010. Over the past 10 years, the race has generated over \$320,000 in proceeds for local charities. The Cellcom Green Bay Marathon seeks to create community spirit through a world-class marathon for people of all athletic abilities. For more information visit www.cellcomgreenbaymarathon.com.