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For immediate release

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### **Spring Branch Education Foundation Sponsors 2009 Running for the Arts**

Spring Branch Education Foundation (SBEF) will sponsor the 17<sup>th</sup> annual 5K Running for the Arts Run/Walk on Saturday, May 2 at Memorial City Mall outside JCPenny. The starting gun will sound at 8 a.m. for competitive runners; 5K walkers will follow. The Kids K (1K) non-competitive run for participants in 8<sup>th</sup> grade or younger will begin at 9 a.m.

“This is an event that involves the whole community,” says Pam Goodson, Running for the Arts chair. “You’ll see families running together, elementary school students participating in their first race and professional runners who come back year after year. The school district’s Health Fitness Teachers Association is working with us to recruit more student runners than ever, so I have no doubt that we’ll reach our goal – 2009 runners in 2009!”

#### **Students Benefit**

Proceeds from Running for the Arts provide cultural arts field trips for SBISD students, grades one through eight, sponsored by the SBEF. Students experience performances and exhibitions by premier arts organizations such as the Houston Symphony, Houston Grand Opera or the Museum of Fine Arts, Houston – many for the first time.

A portion of the proceeds will benefit the Health Fitness Teachers Association which helps with the event. “We believe there is a very strong link between wellness, the arts and academic success,” says Rebecca Fuchs, director, SBISD Health and Health Fitness. The Association sponsors college scholarships for students, teacher scholarships for professional development, community awareness programs and more.

## Register Today

Runners/walkers can register online at [www.springbranchisd.com/sbef](http://www.springbranchisd.com/sbef) by clicking on [signmeup.com](http://signmeup.com) or by downloading the registration form. Information is also available at all SBISD schools. Registration fees, which include a t-shirt and race packets, begin at \$15 per person for participants 18 years and younger, \$20 for adults. Fees increase in \$5 increments after April 26, and again on race day. HARRA members receive a \$1 discount.

Community members are invited to be a Student Sponsor at the \$250 level (10 SBISD students) and \$100 level (five SBISD students).

Race packet pick-up and additional registration is scheduled at Sun & Ski Sports at Memorial City Mall on Thursday, April 30, 11 a.m. – 7 p.m.; Friday, May 1, 11 a.m. – 4 p.m.; and prior to the event on Saturday, May 2, 6:30-7:45 a.m.

“Saturday Sleep In” sponsorships are offered for \$50 prior to April 26, \$60 after the 26<sup>th</sup>, and \$75 on race day. These sponsorships include four Running for the Arts T-shirts, and four registrations counts toward a selected school in the Highest School Participation Contest. T-shirts should be picked up during the packet pick-up times at Sun & Ski Sports.

## Something for Everyone

In addition to the run/walk, children will enjoy jump rope and hula hoop contests and other kid activities. SBISD performing arts groups, including a marching band, jazz ensembles and singers, will perform throughout the morning. A silent art auction will be held behind the Mall’s Guest Services on race day, 9 a.m. until 2 p.m.; the auction features student works from every SBISD school.

All participants are invited to the award ceremony outside the Mall’s food court entrance. Runners will be treated to an after-race party hosted by Berryhill Baja Grill & Cantina at the Mall.

## Awards

Male and female overall winners will each receive a \$300 gift certificate provided by Memorial City Mall. Overall male and female master (over age 40) winners will receive \$200 gift certificates provided by Memorial City Mall.

The SBISD school that has the highest participation will win a \$500 gift certificate from Young Audiences of Houston and a \$500 Academy Sport & Outdoors gift certificate for the health fitness department. All other SBISD schools that participate in Running for the Arts will be part of a drawing for the same prizes.

All registered runners and walkers will be eligible for numerous door prizes from community merchants. Winners must be present.

## Community Support

The community is generous in its support of Running for the Arts and SBISD students.

Presenting Sponsor: Memorial City Mall; Gold Medal Sponsor: Memorial Hermann Memorial City Medical Center; Silver Medal Sponsor:

PerdueBrandonFielderCollins&Mott, LLP; Bronze Medal Sponsors: Apache Corporation, James and Mallory Shaddix, Texas Elite Volleyball Club, and Wright Asphalt Products Company. Heritage Texas Properties is underwriting the registration table.

Student sponsors and other donors include: All-Pump & Equipment, Genesis Telecom, W3, PTP – Austin, The Mills Agency, and Bracewell & Giuliani.

In-kind donors include Berryhill Baja Grill & Cantina, Sun & Ski Sports, Memorial City Mall, and Young Audiences of Houston.

Running for the Arts is sanctioned and certified by the USA Track and Field Association. For more information, call 713.365.4781.

**Photo:**

Kids K participants at the 2008 Running for the Arts event.

**Available for Interview:**

Running for the Arts organizers and participants.

**About Spring Branch Education Foundation**

The Foundation's mission is to enhance the quality of education for every student in SBISD. Founded in 1993, SBEF provides donors with a vehicle for making tax-deductible gifts to the district. The Foundation has raised more than \$6 million and received the Houston Business Promise Award from the Greater Houston Partnership.

**About Spring Branch Health Fitness Teachers Association**

The Association is a collaboration of health fitness specialists and instructors providing support for the learning community through continuous professional development, public relations, community service and the promotion of a healthy life style. SBHFTA supports and encourages a community culture of wellness.