



FOR IMMEDIATE RELEASE  
August 16, 2012

\*\*\*Media Advisory\*\*\*Media Advisory\*\*\*Media Advisory\*\*\*

## **RECORD NUMBER OF RUNNERS HEAD TO 14<sup>th</sup> ANNUAL VININGS DOWNHILL 5K FOR THE KIDS THIS SATURDAY, AUG. 18**

*Hosted by Vinings Jubilee, The Rotary Club of Vinings and The Vinings Club*

**WHAT:** More than 1,600 runners, the most in the event's history, are pre-registered and ready to run for a good cause this Saturday, Aug. 18 in the 14<sup>th</sup> Annual Vinings Downhill 5K. A town tradition, the festivities kick off early in the morning with a 5K followed by a one mile fun run and post-race party and awards ceremony at Vinings Jubilee. With a DJ from WC Sounds providing music for the party, those running shoes will become dancing shoes, and there will be plenty of family-friendly activities for all to enjoy. Partake in a hoola hoop contest for kids, drawings for Vinings Jubilee merchant gift cards and take your picture with the Chick-fil-A cow.

5K awards will be given out for male/female Overall, Masters, Grandmasters and Top 3 place awards in 14 age groups from 10 years of age to 75+. One mile fun run trophies will be given out to the Top 3 for 12 and under boys and girls and all little ones will go home with a medal and a children's dictionary.

Forgot to register? That's OK! Pre-registration is closed, however those interested can register for the 5K on the day of the race at 7 a.m. for \$40 and for the fun run at Vinings Jubilee for \$25.

**WHEN:** **Saturday, Aug. 18, 2012**

8 a.m. – 5K begins at Printpack at the top of the hill (the race ends at Lovett School). There will be a bus at the finish line to take people to Vinings Jubilee for the post-race party, or people may choose to walk

9 a.m. – One mile fun run starts (this race begins and ends at Vinings Jubilee)

\*\*\*Pre and post race activities will begin at Vinings Jubilee at 8 a.m.; those not participating in the races may come early!

**WHY:** Proceeds benefit Calvary Children's Home, The Good Samaritan and The Vinings Rotary Charity Fund, Inc.

**MEDIA:** Media are welcome to join on-site. Please make prior arrangements with Meghan Smith (404.277.0481, cell)

**WHERE:** **Top of Mt. Wilkerson**, 5K start

**Lovett School**, 5K finish line

**Vinings Jubilee** – One mile fun run start and finish line and post-race party

**MORE:** Opening in 1986, Vinings Jubilee is Atlanta's first lifestyle center with a collection of fine boutiques, restaurants and specialty shops located in the heart of Vinings Village. Celebrating Vinings' historical sense of style for 25 years and counting, it offers a vibrant setting for shopping, dining and relaxing. Recognized for its positive impact in the area, Vinings Jubilee is the Vinings Business Association's 2011 Vinings Business of the Year. Vinings Jubilee is located at 4300 Paces Ferry Road NW, Atlanta GA 30339. For more information visit [viningsjubilee.com](http://viningsjubilee.com) and [facebook.com/viningsjubilee](https://www.facebook.com/viningsjubilee).

The 14<sup>th</sup> Annual Vinings Downhill 5K Run For the Kids is sponsored by Printpack, Costco, Paces Ferry Veterinary Clinic, Vinings Jubilee and Holder.

For more information about the 14<sup>th</sup> Annual Vinings Downhill 5K Run for the Kids, please visit [www.viningsdownhill5k.com/racedetails/ViningsDownHill5K\\_RaceDetails.html](http://www.viningsdownhill5k.com/racedetails/ViningsDownHill5K_RaceDetails.html)

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