

MEDIA ADVISORY

~ for immediate release ~

Auburn Rotary Club and the City of Auburn's
Endurance Capital of the World Committee
announce their **partnership** in the presentation of

The 5th Annual

Auburn Rotary Community Day *"Endurance Capital of the World"* **Road Races & Fun Run/Walk**



5K & 10K Road Races
The Kids 'n Seniors
Half Mile Fun Run/Fitness Walk

9 a.m. • Saturday • May 14, 2005
Start, Finish & Expo: Placer High School Track
Auburn, California

Run in Auburn, the Endurance Capital of the World!

AUBURN, ENDURANCE CAPITAL OF THE WORLD

In the spring of 2003 the City Council of Auburn approved a proclamation declaring the City of Auburn as "The Endurance Capital of the World." No other city in the world can boast the tradition and quality of the endurance events based in Auburn: the Tevis Cup 100-Mile Endurance Horse Ride, the 100-Mile Western States Endurance Run, the Cool Mountain Bike Ride, the Auburn Century Bike Ride, and the Auburn International Half Ironman Triathlon. An official city committee, the Auburn Endurance Capital Committee (AECC) was formed to find ways to use the "Endurance Capital of the World" epithet to promote all the positive aspects of living in Auburn and to encourage its citizens to appreciate the health and social benefits of endurance activities.

The AECC believes that partnering with this event is an excellent way to reach out to a larger segment of the community. The AECC will use its contacts to help boost entries, assist with volunteer needs, and it will include the event in the "Auburn Endurance Challenge." The Auburn Endurance Capital Committee will present a special Endurance Capital award to anyone who completes a distance of 100 miles either on foot, or horseback riding or bicycling during 2005.

5th ANNUAL AUBURN ROTARY COMMUNITY DAY

The inaugural Auburn Rotary Community Day was held in 1999, and its popularity is evidenced by a steady increase in entries and funds raised for charities over subsequent years. The 5th Annual edition will have expanded activities for the whole family and for runners and walkers of all levels that will include: a silent auction, a raffle for an Alaskan cruise for two, a pancake breakfast, a large outdoor Expo with sport, health and merchandise booths, refreshments, and plenty of fun and games for the kids. Participants will receive the first ever t-shirt to proclaim ***"I ran in Auburn — the Endurance Capital of the World!"***

EVENT BENEFICIARIES

100% of the net proceeds from the 2005 Auburn Road Races will be donated to the following:

- *Auburn Rotary Club Scholarship Endowment Fund*
The Auburn Rotary Club has a goal of establishing a \$200,000 endowment fund from which money for scholarships can be drawn each year.
- *Seniors First/Senior Link*
This is a non-profit corporation specializing in

services to seniors and their families. The organization is dedicated to providing community resources for the seniors of Placer County. Most often these services help seniors to remain independent while pursuing safe and productive lives.

CONTACTS

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