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FOR IMMEDIATE RELEASE  
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### **RACE AFTER THE TASTE**

Want to celebrate spring? Why not spend the weekend at one of Alpharetta's 23 upscale and modern hotels? Plan to visit during the southeast's largest "Taste of" festival, the **Taste of Alpharetta, Thursday, May 14**. Then stick around to run the **13<sup>th</sup> Annual Mayor's Challenge 10K/5K Road Race** on **Saturday, May 16, 2009** at 7:15 a.m. at Wills Park. Approximately 1,000 runners are expected to participate in this annual community event. The One Mile Fun Run will begin at 8:30 a.m.



Pre-Registration is \$20 for adults and \$15 for children 12 and under. Race day fees are \$25 for adults and \$20 for children 12 and under. Online registration is available at [www.active.com](http://www.active.com), or an application is available at:

<http://www.awesomealpharetta.com/uploads/Direct%20Connect/2009%20FINAL%20APPLICATION.pdf>. All race participants receive moisture wicking technical t-shirts. Register early to guarantee your size. Race will be held rain or shine.

A runner's pancake breakfast will be provided at the finish line by *The Original Pancake House* from 7:30-9:30 a.m. The *Mayor's Challenge* proceeds benefit the *Alpharetta Rotary Club's* annual projects. The non-profit organization's motto is "service above self" and as such, provides volunteers and financial support for community and international service projects. If you would like to support the cause but don't want to sweat, you can participate as a "phantom runner" and donate by completing the race application. Donations of \$25 or more will receive a t-shirt in the mail.

Due to the nature of the event, a portion of the following roads will be closed about 6:45 a.m.: Old Milton Pkwy from South Main St to Wills Rd will be closed completely; Wills Rd will be opened to south bound traffic only to Milton Ave; Milton Ave will be open to west bound traffic only to South Main; and South Main St will have only one lane closed to south bound traffic to Old Milton Pkwy. The event staging area will be in Wills Park beside the swimming pool. If you are traveling through the area from 6:45 a.m. until 9:30 a.m. please use caution, as there will be many runners on the roads. Visit [www.AwesomeAlpharetta.com](http://www.AwesomeAlpharetta.com) for more information, including special package hotel rates, a calendar of events, and descriptions about the city's more than 150 dining options and seven unique shopping districts.

#### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta's upscale and modern hotels. Visit [www.AwesomeAlpharetta.com](http://www.AwesomeAlpharetta.com) for more information.

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