

MEDIA ADVISORY



September 16, 2014

CONTACTS:

Patricia Degan, Director of Marketing & Public Relations
(716) 280-0730 Cell: (716) 471-5522
Tricia.Degan@NiagaraHospice.org

Maureen Rizzo, Advancement Coordinator
Mighty Niagara Half Marathon Event Coordinator
(716) 280-0728 **DAY of RACE CELL: (716) 940-6746**

Paul Beatty, Jr., Race Chairman
DAY of RACE CELL: (716) 998-5777

WHAT: **Mighty Niagara Half Marathon and Hospice Dash 5K**

Largest Niagara County Run
Only Run along the Lower Niagara River in the U.S.
Bands placed along route for music
Best Marathon after-party at Porter-On-the-Lake, Youngstown

WHEN: **Saturday, September 20 at 9:15am**

WHO:

- **Over 2,000 registered participants**
- Over 100 teams
- Runners from as far as **England** as well as from all over Canada and the US including California, Montana, Idaho, Iowa, Florida, Texas, Virginia, Maine, Colorado, Texas, and Washington State

WHERE: The Mighty Niagara Half Marathon starts at Artpark in Lewiston at 9:15am from the Upper Level and continues along the mighty Niagara River, through historic Old Fort Niagara with spectacular views of the Lighthouse and historic French Castle.

PHOTO OPPS:

- 9:15am at Upper Level of Artpark, Lewiston for start
- Along Center Street in Lewiston there will be a band in front of Macri's Restaurant (810 Center Street) where runners will still be in a large group running down center street
- Old Fort Niagara with spectacular views of the Lighthouse and historic French Castle
- 9:00am - The 5K starts at Porter on the Lake Park on Dietz Road in Youngstown

- MORE -

- ADD 2 -

- Both races cross the same finish line. To photograph finishers & medal presentations:
 - Winner of the 5K will cross the finish line around 9:15am at Porter on the Lake Park on Dietz Road, Youngstown and receive medal & prizes
 - The winner of the half marathon will finish around 10:15am at Porter on the Lake Park on Dietz Road, Youngstown and receive medal and prizes
- Post-race party concert begins at 11:00am with music by *Strictly Hip*, food trucks, beer, and fun!

MORE INFO:

Both races fully benefit Niagara Hospice with no proceeds going to outside race organizers.

Hospice is a way of caring for patients with end-of-life illnesses and supporting their family and loved ones through the illness and dying process. Niagara Hospice has provided end-of-life care since 1988. As the only hospice provider in Niagara County, staff and volunteers take pride in their compassionate service to others. Just one call to Niagara Hospice provides loved ones the physical, emotional, psychosocial, spiritual and bereavement care they need. Hospice care is appropriate for people with any advanced stage illness, not just cancer, where the prognosis is a life expectancy of ***approximately*** six months or less - if the illness runs its normal course. Some patients receive hospice care beyond six months. In fact, studies show that ***people with end-of-life illnesses who choose hospice care often live longer than patients who do not elect hospice services.***

Call (716) 439-4417 or visit NiagaraHospice.org for more information.

For more information about the Mighty Niagara Half Marathon, visit

<http://mightyniagarahalfmarathon.com/>