



PRESS RELEASE

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Contact: Leslie Casey, Chairman
214-684-1348
leslie@cowtownmarathon.org

FOR IMMEDIATE RELEASE

Cowtown Virtual Run Raises \$4,000 for Animals in Need

(Fort Worth, Texas) – The Cowtown organized a virtual run from March 1 to May 31 that attracted more than 400 participants. Proceeds benefit the Humane Society of North Texas with the annual Clear the Shelters event held each August in the DFW Metroplex.

The Cowtown 5K-9 virtual race was a run designed for dogs and their owners. As a virtual run, participants walk/run a 5K (3.1mile) distance at their own pace, at a location of their choosing, any time before April 11, National Pet Day. Proof of participation in this virtual race resulted in a medal with a detachable dog tag and a branded bandana.

Support of Clear the Shelters was a natural fit for this activity. **Check presentation will take place on Wednesday, August 26 at 12:00 noon at the Keller Regional Adoption Center located at 330 Rufe Snow Drive, Keller, Texas 76248.**

ABOUT THE HUMANE SOCIETY OF NORTH TEXAS: Since 1905, the Humane Society of North Texas (HSNT) has worked to eliminate animal cruelty, promote humane values and end animal homelessness in North Texas. As an independent nonprofit organization, HSNT relies on the generosity of the public to help ensure there is a safe place for abused, injured, and homeless animals in the community. To make a lifesaving donation, please visit hsnt.org/donate or [Facebook](#). To learn more about HSNT, visit hsnt.org, [Facebook](#), [Twitter](#) and [Instagram](#).

ABOUT THE COWTOWN: The Cowtown Marathon, the largest multi-event road race in North Texas, has a \$10.4 annual economic impact in Fort Worth, Texas, and hosts one of the largest youth races in the nation. Recently voted a fan-favorite race in Texas by RaceRaves, the 42nd annual Cowtown is scheduled for Friday, February 28 through Sunday, March 1, 2020 at Will Rogers Memorial Center in Fort Worth, Texas. Proceeds from The Cowtown go directly to The C.A.L.F. Program.

The Cowtown C.A.L.F. (Children's Activities for Life and Fitness) Program:

As part of The Cowtown mission to promote a lifelong love of fitness, The C.A.L.F. Program was created in 2009 to help tens of thousands of area children lace up and cross countless finish lines. We visit approximately 400 schools across North Texas annually, training students in proper running technique and educating them about resting heart rate, the importance of hydration, proper nutrition and living an active lifestyle. Through our school grant program, we identify low-income children and fit them properly with a new pair of running shoes, as well as provide grants to make entry fees more affordable. We have made running a 5K race a reality for 42,000 children in the last 11 years.

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