



PRESS RELEASE
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THE WOODLANDS MARATHON AND TEXAS 10 RACE MANAGEMENT ANNOUNCE REDUCED FEES

THE WOODLANDS, TX (December 29, 2017) – The Woodlands Marathon and Texas 10 Race Management will reduce race fees for all events going forward. The initiative addresses specific customers' concerns with rising registration fees.

The running industry has seen trends of increases in the amount of registration fees and in the number of events. Sometimes there are 25-35 events on any given weekend where runners have the option to run.

“When you have multiple events on any given weekend, the markets become too saturated plus you are competing with non-traditional runs like themed events,” according to, Willie Fowlkes, member of The Woodlands Marathon Management and President of Texas 10 Race Management. “We are getting away from our primary mission of introducing people to a healthier lifestyle”.

Rising costs from permitting, traffic control plans and security, also creates a “rock and a hard place” for many race producers. The Woodlands Marathon has seen an increase of close to 20% in these costs. Texas 10 Race Management is experiencing similar production cost increases. Some municipalities are charging “per participant fees” which cause additional expenses or losses for each production.

“We want to do more for the region through fundraising for The Woodlands Marathon Relief Fund, created this year after Hurricane Harvey. We have wanted to launch this for a few years now, but could not wait any longer after so many were devastated,” according to Fowlkes.

“Along with our primary goal, we have always wanted to make a positive impact on the communities we serve. We will continue to do that through our programs even though some runners do not understand, the services of cities are increasing their service costs”, Fowlkes stated. “This year we will eclipse the \$1 million mark in funds raised and donated through The Woodlands Marathon. The Texas 10 Series will go over the \$100,000 mark”.

The Woodlands Marathon has already adjusted its fee schedule this year and will do more with the 2019 events. Texas 10 Race Management has reduced its 2018 fee schedule by some 20-30% compared to 3 years ago. Additionally, Texas 10 Race

Management will now offer a five-kilometer race at most events for around \$20-\$30. Many local events are charging upwards of \$45 to \$50 for a five-kilometer race.

Texas 10 Race Management introduced the 10-mile distance series in 2012 with a series age group prize purse and all kinds of amenities for the average runner. The series offers spectator friendly courses along a 5 mile loop with a 5-mile distance, 5 kilometer distance and kid's 1 mile at all their events.

“We love throwing ‘Running Parties’ and making an impact on as many people as possible. Whether that is a runner who said, ‘I can’t’, to a volunteer organization that receives a donation or to someone who’s life is impacted by lifestyle change, it is great to see smiles on peoples’ faces when it is all said and done. When it comes to value, we want to offer the runners an opportunity to come run, have fun and see the value is worth it. We are not one of the big marathons; Boston, New York, Chicago, Houston or LA that will continue to pull the numbers. Or the big series like Rock N Roll just recently acquired by the World Triathlon Corporation”. According to Fowlkes, “we are more grass roots with first class values.”

About The Woodlands Marathon Management

The Woodlands Marathon Management is an event production company that operates with a primary goal of providing individuals the opportunity to participate in a running event that promotes the advancement of running. The directors of The Woodlands Marathon Management share a passion for The Woodlands community, the Houston region and the active sport lifestyle. They have teamed up to produce this premier event that will provide The Woodlands and surrounding communities options for living a healthy lifestyle with purpose.

For more information, please visit the event website at <http://www.thewoodlandsmarathon.com/>.

About Texas 10 Race Management, LLC

Founded in 2012 and located in The Woodlands, Texas 10 Race Management, LLC, combines the talents and expertise of some of the best event producers in the nation. Texas 10 Race Management, LLC aims to provide local running communities with a new premier running event and series. Our mission is to promote the advancement of running while supporting the community with positive economic impact, healthy initiatives and educational benefits.

For more information on the Texas 10 Series, please visit the website at <http://texas10series.com>