



## PRESS RELEASE

### **Kids Can Rock a Marathon**

#### **SUBWAY® KiDS ROCK San Antonio registration now open**

- *Sea World San Antonio will serve as location for the 1-mile kids run*
- *More than 3,000 children expected to participate on Saturday, December 5*

SAN ANTONIO, TX – Oct. 12, 2015 – Kids can be part of the Rock 'n' Roll San Antonio Marathon weekend excitement by participating in SUBWAY KiDS Rock powered by San Antonio Sports. This non-competitive, non-timed one-mile fun run for kids in grades K-7 will be held at SeaWorld on Dec. 5. Kids can become marathon finishers on race day by completing a cumulative marathon training program in the weeks leading up to the race. They accumulate 25.1 miles over an eight week training period and finish the final mile on race day. Children are also able to participate in the mile run without completing the training program. An entry includes a ticket to SeaWorld for that day, a medal, t-shirt and goodie bag

San Antonio Sports has distributed 150,000 training logs and entry forms to elementary schools throughout Bexar County. Training logs can also be found at local SUBWAY restaurants or registration can be done online at [SanAntonioSports.org/kidsrock](http://SanAntonioSports.org/kidsrock).

More than 3,000 children are expected to participate.

The 2015 event course includes a 1-mile run around the SeaWorld parking lot. Children and families will have access to explore SeaWorld San Antonio following the race.

“Our goal is to encourage kids to live healthy and active lifestyles,” said Russ Bookbinder, President & CEO, San Antonio Sports. “We are looking forward to another great event and

helping our young participants complete their one mile or cumulative marathon. And each finisher gets to enjoy a day at Sea World, too!”

KiDS ROCK is aligned with First Lady Michelle Obama’s “Let’s Move!” initiative, as well as the President’s Challenge, which encourages youth fitness. Runners can earn President’s Challenge rewards for staying active and tracking their progress with other kids nationwide.

KiDS ROCK San Antonio takes place in conjunction with the 8<sup>th</sup> annual Rock ‘n’ Roll San Antonio Marathon & ½ Marathon on Sunday, December 6. For more information or to register please visit [kidsrock.competitor.com](http://kidsrock.competitor.com).

### **About SUBWAY® restaurants**

Since 1965, SUBWAY® owners have been devoted to offering customers customized made to order sandwiches with a wide range of better-for-you options. Providing easy access to vegetables, detailed nutrition, dietary, and healthy lifestyle information has been a priority for the SUBWAY® chain for many years, earning the American Heart Association’s Heart Check Meal Certification in 2012 for many Fresh Fit™ meal options. As the world's largest restaurant chain, thousands of dedicated entrepreneurs have the opportunity to run their own business, while playing an important role in their communities. To learn more information about us, visit <http://www.subway.com>, like us on Facebook <https://www.facebook.com/subway> and follow us on <https://twitter.com/subway>. SUBWAY® is a registered trademark of Doctor's Associates Inc.

### **About San Antonio Sports**

San Antonio Sports is a nonprofit organization whose mission is *to transform our community through the power of sport*. San Antonio Sports bids on and hosts premier sporting events such as NCAA® championships, which have generated a local economic impact of more than \$534 million. San Antonio Sports kids programs, including *i play! afterschool*, the Community Olympic Development Program, Go!Kids Challenge™ presented by University Health System and SUBWAY® Kids Rock marathon training program, *annually* touch the lives of more than 150,000 children. Additionally, San Antonio Sports serves as a catalyst for the development of quality recreational and athletic facilities in our community and manages SPARK, a program that turns school grounds into community park space. To learn more, visit [SanAntonioSports.org](http://SanAntonioSports.org).

###