



For immediate Release: May 3, 2017

CONTACT: Claire Jordan
Claire@stpeterunfest.org
727-592-8108

Media Inquiries:
runfest@bigseadesign.com

Inaugural St Pete Run Fest

Welcomes All to Finish Line Cutting Ceremony

St. Petersburg, FL- The St. Pete Run Fest invites all to attend its Finish Line Cutting Ceremony celebration on Tuesday, May 23, 2017, from 4:30-7pm at 3 Daughters Brewing. The event will officially kick off the countdown to the inaugural St. Pete Run Fest on November 18-19, 2017. The St. Pete Run Fest is a two-day festival featuring the 3 Daughters Brewing St. Pete Half Marathon, Sunshine City 5K, PeliKids Youth Runs, and Health & Fitness Market, which will include live music, local craft beer and food, artisans, and entertainers.

The Finish Line Cutting celebration will feature music by DJ Fresh, especially crafted St Pete Run Fest IPA from 3 Daughters Brewing, and Taco Tuesday with The St. Pete Taco Lady, beginning at 4:30pm. At 5:30pm, 3 Daughters Brewing will offer a tasting and brewery tour, followed by the St. Pete Run Fest Introduction and Finish Line Cutting Ceremony at 6:00pm with Mayor Rick Kriseman, Deputy Mayor Dr. Kanika Tomalin, Chamber of Commerce President Chris Steinocher, Chief Operating Officer Visit St Pete Clearwater, Tim Ramsberger and Executive Director St Petersburg Free Clinic, Beth Houghton. Also making a special guest appearance will be Tampa Bay Rays mascot Raymond.

After the ceremony, attendees can take a trolley at 6:30pm to the Tampa Bay Rays versus Anaheim Angels game at Tropicana Field, which starts at 7:10pm. Those not attending the game can partake in an evening group run from 3 Daughters Brewing, located at 222 22nd Street South in downtown St. Pete which will be led by Running for Brews running club.

About EndorFun Sports

It has been over three years since downtown St. Petersburg hosted a major running event. With its growth and increased global appeal, EndorFun Sports LLC is thrilled to bring the St. Pete Run Fest to life this November. EndorFun Sports was incorporated in 2002, with their company office in St. Petersburg, Florida. Over the last 15 years EndorFun has developed and produced world class events in New Hampshire and Texas, such as: Ironman 70.3 Timberman (awarded "Best Large Triathlon in the U.S." by USA Triathlon), Ironman 70.3 Austin, Big Lake Half-Marathon, and the Gritty Goddess Women's SK Obstacle/Mud Run. These events have attracted more than 200,000 participants and earned Keith Jordan, CEO of EndorFun, "Race Director of the Year" by USA Triathlon New England.

For more information about the event, or to register, visit www.stpeterunfest.org