

**FOR IMMEDIATE RELEASE**

## Lace up your running shows for the DWS

Whitewater, Wis.—Aug. 17, 2017—The 2017 Discover Whitewater Series (DWS): Half Marathon, Half Marathon Relay & 5K is one month away!

On Sept. 17, 2017 participants of all ages will line up at the starting line of the fifth annual DWS in Whitewater, Wisc. The DWS team is thrilled to see all our participants in September.

“The Discover Whitewater Series wants everyone to have a great experience during the race and we are grateful for all our sponsors for making this race the best it can be,” DWS Executive Director Jeffery Knight said. “Those sponsors have made it possible for many activities to be available to all our participants.”

Below is a list and description of everything to expect in Sept. on race day weekend.

There is brand new DWS gear featuring the new slogan, “Cemetery Hill didn’t bury me!” provided by Penny Ardel in June. Available for order are t-shirts, hoodies and long sleeve shirts. Participants can order online today through September 3 and they will be available for pick up race day. Any clothing ordered after September 3 will be shipped.

Activities for the whole family start on Saturday at 11 a.m. at the Whitewater Main Street Festival. The DWS will have a booth at the festival, where children can decorate encouragement signs for the participants on Sunday. The first 100 children to designs will receive a free t-shirt to tie-dye. The Bethel House and Working for Whitewater’s Wellness (W3) will have volunteers at the booth all day to help everyone out.

After the festival, starting at 4:30 p.m. is the complementary pre-race dinner for participants and on-site registration. The dinner is provided by A’viands. It is in the Hamilton Room in the University Center on the University of Wisconsin-Whitewater campus. A’viands will provide green salad, spaghetti, bow tie noodles, marinara sauce, chicken alfredo, sausage chunks, garlic bread and cookies.

On race day, the activities begin at 6 a.m. at the Whitewater High School with the Kiwanis Pancake Breakfast. At 8 a.m. the Half Marathon and Half Marathon Relay starts, while at 8:15 a.m. the 5K will start.



The Kids Korral is a FREE daycare service for any of the DWS participants and is what makes the race special. It is a combined effort of the UW-W's College of Education & Professional Studies and Creative and Resourceful Educators (CARE) to watch the children in a safe environment. The Kids Korral is for children six months to ten years and they must be registered, which can be done at [runwhitewater.com](http://runwhitewater.com).

For children ten years and younger, the DWS also offers the W3 Fit Kid Shuffle. The Fit Kid Shuffle is a 1-mile race and there will be a bouncy house provided by W3. This race begins at 9:30 a.m.

"Our race offers many activities for the participants to enjoy after running," DWS Race Director Dawson Miller said. "Activities like the Fit Kid Shuffle and the Kids Korral allow parents to run the course knowing their children are having fun too."

The awards ceremony for the Half Marathon, Half Marathon Relay and 5K will begin at 10 a.m. The DWS is a purse race for top overall finishers, men and women. First, second and third place will receive a cash prize, a \$50 gift certificate to the Black Sheep in Whitewater and a drinking glass. However, all finishers will receive a medal for either the Half Marathon or the 5K. Visit [runwhitewater.com](http://runwhitewater.com) under the "race details" tab for more information about age groups and finishers guidelines

Participants and volunteers can come together at 841 Brewhouse for one free glass of either beer, wine or soda. The post-race party will be from 10:30 a.m. to 1 p.m.

Also, available to participants is a free day pass to the Whitewater Aquatic and Fitness Center. The Center is open 9 a.m. to 6 p.m.

Monthly newsletters are emailed to participants and volunteers of the race. Message the DWS team on Facebook or email us at [info@runwhitewater.com](mailto:info@runwhitewater.com) to receive the newsletter and stay up to date on all things involving the race.

For more information about the DWS contact Haley Sheets by email, [operations@knightpublicaffairs.com](mailto:operations@knightpublicaffairs.com) or by phone, 920.256.0187.

## About the DWS

*The goal of the DWS is to promote the City of Whitewater and highlight its greatest features. All the proceeds from the race are donated to five local non-profit partners: Bethel House (which provides interim housing for homeless families), UW-W Athletics, Working for Whitewater's Wellness (W3), Whitewater Unified School District and the J-Hawk Aquatic Club. The DWS partners with the city, business community, university and the school district to make this a tremendous event that benefits all who participate. For more information about the race visit [runwhitewater.com](http://runwhitewater.com). For general race inquires email [info@runwhitewater.com](mailto:info@runwhitewater.com).*



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