



PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release

May 2, 2013

For More Information:

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“HOPE STARTS HERE CHALLENGE”

On Saturday, May 11, 2013, beginning at 8:00 a.m. and continuing through 1:00 p.m., the Upper Michigan Brain Tumor Center will be hosting the 8th annual “Hope Starts Here Challenge.” Events will include 5k, 10k, and half marathon runs, a duathlon, and a family-friendly walk and bike ride on the multi-use path.

The 5k, 10k, and half marathon runs will begin at Lakeview Arena and follow the multi-use path north toward Presque Isle. The 5k will turn around near the ore dock, and then return to Lakeview Arena. The 10k and half marathon will circle the island. The 10k will return to Lakeview Arena, the half marathon will head south on the multi-use path to the Carp River bridge before returning to Lakeview Arena.

The duathlon will consist of a 5k run, 10 mile mountain bike, and 5k run. The 5k run will follow the same route described above. The 10 mile mountain bike race will start at Lakeview Arena, cross Pine Street and enter into the Berry Events parking lot, then proceed through NMU to the pedestrian corridor located west of Lakeshore Boulevard, in the process crossing Pine Street, Wright Street, Hawley Street, Schneider Mill Court, and Powder Mill Road.

The family-friendly walk and bike ride will start at Lakeview Arena and follow the multi-use path north toward Presque Isle as far as individually desired.

No roads will be closed, however the public is asked to be aware of pedestrians crossing the streets.

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