



## PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release  
**May 2, 2016**

For More Information:  
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### **HOPE STARTS HERE CHALLENGE TO TAKE PLACE SATURDAY**

On Saturday, May 7, beginning at 8 a.m. and continuing through 1 p.m., the Upper Michigan Brain Tumor Center will be hosting the 9th 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 duathlon 5K runs, and the 5K and 10K runs start at Lakeview Arena and head east on the sidewalk on Fair Avenue, then north along the multi-use path toward Presque Isle Park. The 5K turns around near the Dead River Bridge and the 10K race continues to and around Presque Isle before returning. Returning runners will use the multi-use path along Pine Street and then cross Pine Street to return to Lakeview Arena.

The half marathon starts at Lakeview Arena then heads east on the sidewalk on Fair Avenue before crossing Lakeshore Boulevard and proceeding south on the multi-use path. The course continues south on the multi-use path to the turnaround at the Carp River. The course then returns toward Lakeview Arena, going past Lakeview Arena and continuing to and around Presque Isle before returning. Returning runners will use the multi-use path along Pine Street and then cross Pine Street to return 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 bike race will start at Lakeview Arena, cross Pine Street and enter the Berry Events Center parking lot, then proceed through NMU to the pedestrian corridor located west of Lakeshore Boulevard, in the process crossing Wright Street, Hawley Street, Shneider Mill Road, and Powdermill Road.

The family-friendly walk and bike ride will start at Lakeview Arena and will use the sidewalk along Fair Ave to NMU crossing at Presque Isle Avenue. The turnaround is at the discretion of the participant. No roads will be closed, however the public is asked to be aware of pedestrians crossing the streets.

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