



FOR IMMEDIATE RELEASE

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Color Me Rad 5K Encourages Fun in Fitness

SPRINGFIELD, MO – January 8, 2014 - Springfield runners are gearing up for the most “rad”iculous running event of the year as Color Me Rad 5K returns on April 12, 2014 in Downtown Springfield. Part of the proceeds will benefit Ozarks Public Television’s Kids Initiative, which raises funds for programs like *Sesame Street*, *Curious George* and many others. Participants should register with code “ELMO” to help OPT Kids.

This 5K is different from others. Participants aren’t trying to get their best time; they’re trying to *have* their best time. They aren’t awarded in medals, but they take home tie-dyed t-shirts, share-worthy photos, and colorful memories. Color Me Rad is all about encouraging the fun side of fitness, and three seasons in, people continue to join the rad running revolution.

More than 950,000 runners across North America have participated in Color Me Rad. The non-competitive, family-friendly atmosphere makes this race accessible to all, and kids 7 and under run free with an adult. Runners start the race with a sparkling white t-shirt. By the time participants cross the finish line, they’ll look like a kindergarten art project gone oh-so-right. Finishers celebrate their accomplishment by throwing their own Color Bomb™ into the air, creating a final explosion of color. In addition to the run, post-race dance parties, innovations such as color blasters, and a “bring your friends” atmosphere keep people coming back each year.

Inspired by the Holi Festival of India, a group of friends decided to bring some excitement to the sport of running through color, music, and a total disregard for the mundane. “We want our runners have a ridiculous amount of fun,” said race organizer Scott Crandall. “This is your chance to get out of the box and have a great time while you’re getting fit.”

Color Me Rad is a for-profit event that gives a portion of the proceeds of each race to a local charity. As mentioned earlier, in Springfield, Color Me Rad will donate part of the registration fee to the OPT Kids Initiative when runners enter the promo code “ELMO.” “The only thing better than getting covered from head to toe in color is knowing that it also helps a good cause,” Crandall said.

Participants of all ages are welcome to run or walk. Registration for runners and volunteers is available at colormerad.com.

In 2014 Color Me Rad™ will hold races across the U.S. and Canada in more than 110 cities. For more information and to see additional race locations, visit <http://www.colormerad.com> or on Facebook at <http://www.facebook.com/colormerad5k>.

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About Ozarks Public Television

[OPT](#) is an affiliate of Public Broadcasting Service (PBS) and is dedicated to providing quality programs from national, regional and local sources. Each weekday, OPT provides 10 hours of educational children's programming, viewed by over 50,000 kids each week. OPT spends over \$600,000 each year on children's programming—more than a quarter of its annual operating budget.