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MSCC Sets Greyhound 5K Run/Walk for October 6

Mid-South Community College, in collaboration with Start 2 Finish Event Management of Memphis, will host the first Greyhound 5K Run/Walk on Saturday, Oct. 6. Proceeds from the race will go toward MSCC's athletic program.

The Greyhound 5K, which will start and finish on the Mid-South campus in West Memphis, is expected to draw hundreds of participants, from serious runners to families with strollers. The race will begin at 9 a.m.

"We see the Greyhound 5K as something that will be good for the community and something that will be good for the college to promote and publicize our athletic program," said Jason Carmichael, MSCC Athletic Director.

"The city has been very welcoming to the idea, and I've been encouraged from the other feedback we have received."

"We're hoping for some serious runners as well as some people who have never put on a pair of running shoes. October should be a great time to run, and we're really excited about the event."

Start 2 Finish, one of the premier health-oriented event management companies in the region, will manage and chip time the run. S2F will provide top-of-the-line technology including touch-screen kiosks so participants can look up their time at the end of the race, live video feed of the finish line activities, and flat-screen TV monitors scrolling up-to-the-minute race times to make the Greyhound 5K a first-rate event.



“They take care of all the intricate details, and from what I’ve seen, they put on a really neat production,” Carmichael said. “They will also give us a tightly-run finish line, and that’s very important to any event.”

Children’s activities and a post-race celebration are also in the planning stages, as are random drawings for prizes. Carmichael said a 400-meter “Pup Dash” for younger kids is a possibility, as is a race-day playground that will include inflatables.

“We’re trying to make it a great family event,” he explained. “We’re looking at some live music after the race, and we’re hoping to create a quality environment for everyone who participates. We’re going to do everything we can to make it such a nice event that people will look forward to it every year.”

Registration fee for the run is \$20 through Sunday, Sept. 30, \$25 between Oct. 1 and Oct. 5, and \$30 the day of the race. Online and mail-in registration options are available at <http://greyhound5k.racesonline.com>. All entrants will receive a Greyhound 5K T-shirt.

Mail-in registration forms must be postmarked by Sept. 29, 2012. Participants who select this option will need to fill out their information online, print the application, and send it in with their check. Online signup, which includes electronic payment options, closes at midnight on October 4.

To monitor and receive updates about the event, runners can go to <http://www.facebook.com/greyhound5k> and click on “Like.”

Area businesses interested in joining the effort have the opportunity to become sponsors at various levels.

Platinum Sponsorships, available for \$1,000, entitle the purchaser to a logo on the back of official event T-shirts, on the finish line banner, and at a water station; recognition in all event promotional materials such as press releases, website, fliers, brochures, and posters; and event-day recognition with logo on race signage and marketing materials in run/walk registration bags.

Gold Sponsors (\$600) will have their names included on the back of the T-shirts; name and/or logo prominently displayed at a water station on signage (signage provided by sponsor); recognition in all event promotional materials such as news releases,

website, fliers, brochures, and posters, and race-day recognition on race day with logo on signage and marketing materials in the run/walk registration bags.

Silver Sponsors (\$300) will have their names on the T-shirts and will be recognized in promotional materials.

Additional ways to participate include donations of breakfast foods and drinks including bagels, muffins, fruit, water, energy drinks, and more, and donations of prizes and/or gift certificates for drawings.

As many as 60 volunteers are also needed to help with the event.

For additional information about the Greyhound 5K, call Race Coordinator Erin Carmichael at (901) 626-4088 or email her at ekcarmichael@midsouthcc.edu.