



FOR RELEASE:

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NOTE TO EDITORS: PHOTOS FROM 2010 EVENT AVAILABLE FOR PUBLICATION

A TRADITION FOR EVERYONE: FIRECRACKER 6 RUN/WALK

[Indianapolis] – Indianapolis continues to celebrate a vibrant running and walking community. “Running has grown into a sport that everyone can enjoy – no matter what age, shape, or size. The decision to participant in certain activities is largely motivated by those who want more value for their time, and that’s why consumers are looking for activities that are relatively affordable, especially in today’s economy, states the Physical Activity Council (PAC). Running continues to post increases in activity, because it is inexpensive, can be done anywhere at any time, no membership fees required and no need for a partner. Just lace up your shoes, get out the door and go!”ⁱ

So what fuels men and women to continue to run? The top two motivations in are “Staying in Shape” (75% both), “Staying Healthy” (75% women, 70% men)! Number three motivation for women is “Relieving Stress” (62%) and for men is “Having Fun” (59%).ⁱⁱ

Firecracker 6, an annual six mile running and walking event is proud to be a part of the Indianapolis athletic community. The second annual Firecracker 6 event is set to be held on the 4th of July at the Indianapolis City Market. Firecracker 6 is not just a running and walking event but an event that kicks off the 4th of July celebrations for the community of Indianapolis.

EVENT FACTS:

- Registration is currently pacing 100% attendance increase over 2010
- Post race celebration includes live band, local food/beverage vendors, patriotic theme
- First Class Event produced by team that have worked numerous Ironman, Olympic qualifying, and Marathon events
- 100% of surveyed participants from 2010 said they would participate again
- Quotes from last year:
 - “Thanks for a memorable morning in hour of our freedom!”
 - “What a neat route to run!”
 - “Excellent Event!”

ABOUT THE “FIRECRACKER 6” EVENT

The Firecracker 6 is a first class running/walking event produced by Trinity Event Management which offers participants a unique six mile tour of beautiful Downtown Indianapolis. The route takes participants on a tour of downtown sites such as the War Memorial, Soldiers & Sailors Memorial,

Indiana State Capitol, Lucas Oil Stadium, and finishing at the historic Indianapolis City Market. Firecracker 6 is a patriotic and athletic way to celebrate the 4th of July, at the City Market beginning at 8:00 am on the July 4, 2011.

Planned activities include a 6 run/walk for all ages, color guard and national anthem by Indiana's National Guard, patriotic music, American flags for all participants, special awards for top finishers, food from local vendors, and post race celebration that includes a live band.

Registration for event is open on the Firecracker 6 website – <http://firecracker6.com>

Firecracker 6 is supporting Hoosiers Helping Heroes and made possible through the support of partners: City Market, End Result Company, St Vincent Sports Performance, Alternative, EAS, Blue Mile (formerly The Running Company), Penske, The Bonwell Tanner Group, PowerBar, and Hilton Garden Inn.

More information, photos, communication about Firecracker 6

- Website - <http://firecracker6.com>
- Facebook - <http://facebook.com/firecracker6>
- Twitter @firecracker_6

ABOUT INDIANAPOLIS CITY MARKET (<http://indycm.com>)

The Indianapolis City Market is a non-profit organization, and the Original Farmers Market was reinstated in 1996, boasting once again plentiful produce and community meeting place. For further information about Indianapolis City Market, visit www.indycm.com, our Facebook page <http://www.facebook.com/IndyCM> or follow us on Twitter @IndyCM.

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ⁱ Running USA – Statistics Report, www.runningusa.org - 2010

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