



FOR RELEASE:

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THE TRADITION CONTINUES: FIRECRACKER 6 RUN/WALK

[Indianapolis] – Indianapolis continues to celebrate a vibrant running and walking community. In its fourth running, the Firecracker 6 mile Run/Walk has the best downtown course for seeing monuments, destination districts, and world class sporting venues.

Firecracker 6, an annual six mile running and walking event is proud to be a part of the Indianapolis athletic community. The fourth 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 20% attendance increase over 2012
- Post race celebration includes patriotic theme, music, and snacks
- First Class Event produced by team that have worked numerous Ironman, Olympic qualifying, and Marathon events
- 99% of surveyed participants from 2012 said they would participate again
- Quotes from participants:
 - “Thanks for a memorable morning in honor 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, City Way, Mass Ave, Fountain Square, 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 4th.

Planned activities include a 6 run/walk for all ages, patriotic music, American flags for all participants, special awards for top finishers, and post race celebration that includes music and snacks.

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, The Alexander Hotel, DEEM, CityWay, End Result Company, EAS, Blue Mile, Penske, The Bonwell Tanner Group, St Vincent Sports Performance, and PowerBar.

More information, photos, communication about Firecracker 6

- Website - <http://firecracker6.com>
- 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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