



**FOR IMMEDIATE RELEASE**

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### **FIRECRACKER 6 – RUN/WALK ON JULY 3<sup>RD</sup> – INDIANAPOLIS CITY MARKET**

Indianapolis, IN – (June 9, 2010) – The Firecracker 6 mile running and walking event is lacing up for its inaugural running on Saturday, July 3<sup>rd</sup> at 8:00 am. This event will serve as the kickoff event for 4<sup>th</sup> of July weekend activities around the Indianapolis area. The six mile trek will start and finish at the historic Indianapolis City Market with participants seeing such sites as the Indiana War Memorial, Soldiers and Sailors Memorial, Indiana State Capitol along their way. Runners and Walkers will celebrate our nation's birthday at this healthy and fun patriotic celebration. Participants will enjoy members of the military assisting with opening ceremony, post race refreshments, food, hundreds of American flags, fresh shopping at the Saturday Farmers Market and a band on Market District Stage.

Firecracker 6 is proudly supporting Hoosiers Helping Heroes this year. Hoosiers Helping Heroes, a nonprofit organization, prepares care packages and ships them to our troops in Afghanistan and Iraq. Participants are encouraged to help by bringing items that they may have at their house right now or can pick up next time they visit their local grocery. A list of items can be found on the Firecracker 6 dot com website.

Key partners for this year's event are Indianapolis City Market, EAS, The Running Company, and End Result Company. Michael Langford, Event Director, states "Creating a memorable special event for our community is only successful through partners; we are grateful for their contributions. Thanks to their help we are able to 'Start the Tradition'. We look forward to continuing a relationship with all partners to make a community impact."

The inaugural Firecracker 6 will take place on Saturday, July 3, 2010, at 8:00 am, in Indianapolis. The public is invited to watch the event and cheer on its participants. For more information on Firecracker 6 please visit [www.firecracker6.com](http://www.firecracker6.com). For media related inquires please email [media@firecracker6.com](mailto:media@firecracker6.com).

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