



September 19, 2010

Portland Big Beer Run to take place on Oct. 16

PORTLAND - Runners will once again invade downtown Portland this fall during Portland Main Street's "Oktoberfest" on Oct. 16.

"The Big Beer Run" was a popular event in 2009, and volunteers have been planning this run since last fall.

"We were very impressed with how well attended this run was last year," said Main Street Manager Patrick Reagan. "We received nothing but compliments last year, so the Organization and Finance Committee was very excited for the 2010 run."

The Big Beer Run is part of the larger Oktoberfest celebration in downtown Portland. Entertainment, food, games, music, and adult beverages all highlight this event. Registration for the run begins at 10:30 a.m., at the Oktoberfest event site - Portland's City Hall parking lot. The 5K race will then begin at noon on Saturday, Oct. 16, at the Bridge Street bridge and will proceed out to Bogue Flats Park, before looping back to the finish line at the Bridge Street bridge.

Runners may also pre-register for the race by downloading a registration form from either the Portland Main Street website - www.portlandmainstreet.org - or from the Playmakers website - www.playmakers.com, and returning it to the Portland Main Street office before Oct. 8.

The entry fee for the run is \$20 until Oct. 8, and \$25 for registration forms received after that date. Anyone who registers before Oct. 8 is guaranteed an official race T-shirt. Online registration is also available in 2010 through Snap Registration

"Anyone that wishes to register online using a credit card can simply go to their website and register. It really is a nice feature that we wanted to offer runners in 2010," said Reagan.

Online registration can be found at www.snapregistration.com/110062/ or by going to the Portland Main Street website at www.portlandmainstreet.org.

Medals will be awarded to the top three finishers in each age bracket, along with trophy beer steins for the top overall men's and women's finishers. Portland Main Street's Oktoberfest is a fundraiser for the Main Street program. All proceeds from the event will be used to help this program with its continuing efforts to revitalize downtown Portland. For more information on this event, please contact the Portland Main Street office at (517) 647-5027.

- From Portland Main Street
