

Reading Bridal District Hosts 'Runaway Bride 5K'

Runners don wedding/running gear; donate dresses to Kenzie's Closet and one couple will marry at the conclusion of the race

READING, Ohio (May 5, 2008) – Something old, something new...and running shoes, too? While running shoes aren't on most brides' lists, they are a must-have for those participating in the Reading Bridal District's second annual "Runaway Bride 5K" on Saturday, May 17th. Participants are encouraged to don wedding apparel—veils, gowns and tuxes, etc.

The race winds through the bridal district of Reading, a quiet Cincinnati suburb, offering runners and onlookers an opportunity to window shop and tour the stores of the country's largest conglomeration of wedding-related stores.

The race proceeds benefit Kenzie's Closet (www.kenziescloset.org), a non-profit organization that helps girls with dresses for proms and homecoming dances. Runners and spectators are encouraged to bring dresses with them to donate. Volunteers from the organization will be on hand to collect them.

That's not the only change for the second annual race.

"This year, we're taking it up a notch," said Susan Gertz, president of the Reading Bridal District. "One lucky couple will win a complete wedding—provided they marry at the end of the race."

The wedding will be officiated by Mayor Robert "Bo" Bemmes.

The Reading Bridal District is home to more than 30 different wedding-related businesses and services, from invitations and dresses to cakes and photography – all within a two-mile radius. The District also features the largest concentration of wedding gowns in the country and draws thousands of brides each week.

Emcee Amy Storer of *Cincy Chic* (www.cincychic.com) will kick off the race at 9 a.m. on Saturday, May 17th at Benson Street in the heart of the Reading Bridal District. Runners may enter individually or as a two-person (male/female) team and are encouraged to wear their wedding best.

Awards will be presented to the best dressed – bride, groom, bridesmaid and groomsman – as well as to the top overall female and male runners (Top Bride and Groom), top overall male/female team (Top Couple) and top overall male and female walkers (Walking Down the Aisle category). Additionally, the top three runners and walkers in each age division will receive awards.

After crossing the finish line, runners are invited to visit the "Runaway Bride" Bridal Expo that will feature caterers, bakeries, shops and other vendors as well as samples and other giveaways. The Bridal Expo will be open before, during and after the race and is located in the parking lot behind European Bridal (307 W. Benson Street).

Runners may enter in the following categories:

Men

- Junior Groomsmen (18 and under)
- Grooms (30-39)
- Best Men (40-49)
- Fathers of the Bride (50-59)
- Grandfathers of the Bride (60+)

Women

- Junior Bridesmaids (18 and under)
- Brides (19-29)
- Bridesmaids (30-39)
- Matrons of Honor (40-49)
- Mothers of the Bride (50-59)
- Grandmothers of the Bride (60+)

Pre-registration is \$25 and includes a t-shirt, goodie bag and wedding-related refreshments after the race. Online registration is available at the District's website (www.readingbridaldistrict.com) through Tuesday, May 13th.

The "Runaway Bride 5K" is sponsored by The City of Reading, The Reading Chamber of Commerce, US Bank, Fleet Feet Sports Cincinnati and the University of Cincinnati Campus Recreation Center.

For more information, please visit www.readingbridaldistrict.com.

About the Reading Bridal District

The Reading Bridal District – located 30 miles outside of Cincinnati, Ohio – is home to more than 25 different wedding-related businesses and services, from invitations and fashion to cakes and photography – all within a two-mile radius. The District also features the largest concentration of wedding gowns in the country and draws thousands of brides each week. For more information, please visit www.readingbridaldistrict.com.