

From: Dave Blank [<mailto:dblank@racine.org>]

Sent: Thursday, June 28, 2012 2:04 PM

To: Dickert, John; Yehlen, Mark; Deuster, Donna; Weidner, Sandy; Friedel, Thomas

Subject: The Biggest Loser race

Mayor,

Real Racine would like to bring "The Biggest Loser Run/Walk" to Racine on Sunday, September 16th and would like to start the approval process.

Representatives were in town this week and have just gotten back to us with their desire to have the event here. This is the first time that the 5, 10 and 15k event has been tried in a smaller market, but they think that Racine would be a good test market given our success with The Color Run. An exact course will be worked out with the affected City departments. We will need to close city right-of-way. The projected start and finish line would be near Festival Hall and head north by the beach and zoo.

They would like to promote the race at the Chicago event on July 23. The event has drawn 5,000 in larger cities, but they anticipate a smaller turnout in Racine.

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Dave Blank
President, CEO
Real Racine