



FOR IMMEDIATE RELEASE

Heritage Oaks Bank Fun Run and Harvest Half Marathon Join Forces: Pacific Premier Bank Paso Robles Half Marathon

Paso Robles, Calif. (September 14, 2017) – The 4A Foundation benefiting Paso Robles Schools is pleased to announce the inaugural Pacific Premier Bank Paso Robles Half Marathon. This new and improved "Paso Half" is a combination of the original Harvest Half Marathon and Paso's long-standing tradition Heritage Oaks Bank Fun Run. The new Paso Robles Half Marathon will begin and end with a festival in Downtown City Park and will feature healthy activities for all ages including a half marathon race, 5K run, family one mile walk-run, kids' dash, diaper dash and the first annual SLO County Cross Country Championship youth race. The pre and post race free community festival will offer games, entertainment, live music, famous Paso wine, craft beer and fresh, hot food.

The Paso Half is being hosted by the 4A Foundation for Paso Robles Schools in partnership with local, professional race production company Race SLO. The 4A Foundation is a non-profit that supports youth programs in academics, arts, athletics, and agriculture in Paso Robles Joint Unified School District. Pacific Premier Bank is the title sponsor. One hundred percent of all proceeds will go directly to benefit the students in Paso Robles.

This annual fall event is a family-friendly weekend and runners or walkers of all ages and abilities are welcome to participate. Whether you are running in a race, cheering on runners, or are looking for something to do with your family, the Paso Half is the place to be Veterans Day Weekend. The event begins on Saturday, November 11, from 10 a.m. to 2 p.m. in Downtown City Park, with packet pick-up, race registration, vendor booths, and free activities for kids. Race day is Sunday, November 12, with all races starting and finishing at the Downtown City Park. The half marathon begins at 7:00 a.m. and features a new course that makes its way east through the city of Paso Robles and utilizes many existing running paths. All participants receive a t-shirt and finisher's medal while winners in each age group go home with a bottle of Paso Robles wine. Sponsorship, donation, and vendor opportunities are available.

The Paso Half event is also the home of the new San Luis Obispo County Elementary Cross Country Championships. Children ages six to eleven who are running the one-mile race will automatically be entered into the county overall championships for a chance to be crowned fastest miler in the county! Children who place in the top three of the one-mile race will also receive a unique 'SLO County Champion' award. This race begins Sunday at 9:30 a.m.

On race day, the Downtown City Park will be home to the race festival from 6 a.m. to 2:30 p.m. The festival will feature live music, free activities for kids, hot food, beer and wine, and various vendor booths.

For more information about the Pacific Premier Bank Paso Robles Half Marathon, sponsorship opportunities, or to register, please visit the website at www.pasohalf.com.

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