

## **MEDIA ADVISORY**

### **FOR IMMEDIATE RELEASE**

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## **Press Conference: 3rd annual Skyway 10K registration date to be announced Thursday**

ST. PETERSBURG, Fla. – Representatives from the Skyway 10K are scheduled to announce the registration date and event dates for the 3rd Annual Skyway 10K this Thursday at a press briefing at Tropicana Field in St. Petersburg.

The briefing is open to all members of the media and will include statements provided by representatives from the Skyway 10K and the Armed Forces Families Foundation. Following the briefing, representatives will take questions from the media.

Additionally, representatives from the Skyway 10K will present a check for \$640,000 to the Armed Forces Families Foundation, representing 100 percent of the race registration fees for the 2019 Skyway 10K. Furthermore, the press briefing will include an informational recap of the 2019 event, and important information including scheduled changes for the 2020 Skyway 10K.

The first major change will be the implementation of a lottery registration process. Last year, the Skyway 10K sold out in less than 20 minutes after registration opened when more than 30,000 online users attempted to register for the 7,500 general admission spots. More details will be provided at the press briefing.

### **About the Skyway 10K**

The Sunshine Skyway 10K Bridge Run is the only annual bridge run across the iconic Bob Graham Sunshine Skyway Bridge. The Skyway 10K was the first run across the Skyway Bridge since the bridge opened to vehicle traffic in 1987. The Skyway 10K benefits the Armed Forces Families Foundation, with 100 percent of all race registration fee dollars being donated to the charity. Since the inaugural race, more than \$1.2 million has been raised for the Armed Forces Families Foundation by the Skyway 10K in its first two years. For more information, please visit <https://www.skyway10k.com/>.

### **About Armed Forces Families Foundation:**

The Armed Forces Families Foundation is a 501(c)(3) non-profit organization, which together with participating Taco Bell and IHOP restaurants, are proud supporters of America's armed forces and their families. Since 2006, the Armed Forces Families Foundation has raised and given back more than \$2 million. One hundred percent of every dollar raised goes directly toward projects to help those who protect our freedom. For more information, please visit <http://www.armedforcesfamilies.org/>.