



Press Release

Rochester, NY- The **Medved Lilac 10K & 5K Family Fun Run** will be held on Sunday May 23, 2010. The 5K Family Fun Run will start at 8:00 am and the 10K race will start at 9:00 am.

The entry fee for this year's event will remain at \$18 if postmarked by May 18th or if presented in person at **Medved Running and Walking Outfitters** prior to race day. The entry fee will be \$20 on race day.

The total purse for this year's event will be \$3500. The winning 10K male and female runner will receive \$600. Second place receives \$400; third place receives \$275; fourth place receives \$150 and fifth place receives \$100. The first place Masters Winner (male and female 40+yrs of age) will receive \$125. The top finishing Niagara Association male and female athlete will receive \$250. USATF membership is required in order to win the Niagara Association prize money. The 10K race age group winners will receive awards from **Medved Running and Walking Outfitters, Thorlo Sock Company and Casa Larga**. The 5K Family Fun Run male and female winner will receive \$100. Age group winners in the 5K event will win custom Lilac Medals.

Attending this year's race will be running legend Dick Beardsley. Dick is one of the top American marathon runners in history and is best known for his battle with Alberto Salazar in the 1982 Boston Marathon. That race, which was won by Salazar by only two seconds over Beardsley, is commonly known as the "Duel in the Sun" and was one of the closest and most exciting finishes in running history.

Even more incredible than his running career, is Dick's personal life story. He has overcome injuries, both running and non running related that would have literally crushed a lesser person. He has also overcome numerous set backs, including addiction and today travels the country telling his life story.

Dick will be in Medved Running and Walking Outfitters during the day Saturday May 22nd to sign autographs and talk with runners picking up their race packets. That night he will be giving a talk in Medved about his life. Details regarding the talk and how to receive tickets will be released shortly.

Dick will also be running the Medved Lilac 5K Family Fun Run with the Medved Lilac 5K Training Group and is also the official honorary starter of the Medved Lilac 10K.

Packet pick up for this year's race will be held at **Medved Running and Walking Outfitters**, 3400 Monroe Avenue, Rochester, NY on Friday May 21, 2006 from 10:00 am to 9:00 pm and on Saturday May 22, 2006 from 10:00 am to 5:00 pm. **Medved** will be offering specials on **New Balance** running shoes during the packet pick up. Race day packet pick up will occur at the Cornell Cooperative Extension Building, 249 Highland Avenue starting at 7:00 am.

Sponsors for this year's race are **Medved Running and Walking Outfitters**, **MVP Health Care**, **New Balance**, **USATF Niagara Association**, and **Thorlos**,

Race applications can be found at **Medved Running and Walking Outfitters** and on line at www.lilacfestival.com and www.medvedrunwalk.com .