

## Crim Championship Races

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The excitement of a national championship road race will return to Flint on Saturday, August 28th during the 34th running of the Crim Festival of Races Presented by HealthPlus of Michigan.

United States Track and Field has named the Crim to be the official 2010 U. S. Men's Championship Ten Mile Race, which will draw the best American male athletes onto the famous start line bricks in competition for the coveted championship title.

This is the second year of a two-year partnership between USATF and Crim to bring championship events to Flint.

To commemorate the championship race, there will be a special prize purse for any American male athlete setting a ten mile course record at this year's race. The man currently holding the U.S. ten mile record, is Crim elite athlete coordinator Greg Meyer. (Meyer's ten mile time of 46:30, set in 1984 at the Cherry Blossom Ten Miler, remains unchallenged.)

Other Crim race announcements included the naming of the one mile race during the Crim Festival of Races to be the "Michigan Mile." The race will be run primarily on the U of M campus, starting at the traditional Crim start line and ending at the finish line on the Saginaw Street bricks. U of M Chancellor Ruth J. Person unveiled the official Michigan Mile logo with Kiertzner.

### **Other Headlines for Crim Festival of Races 2010:**

- **Flint Journal Family Fun Zone.** Longtime Crim post race event sponsor, The Flint Journal, will open up its parking area for a Crim weekend event called The Family Fun Zone. Kid-friendly vendors, bouncy rides, entertainment and a photo-booth will be available both Friday evening and on race day.

- **B-Tag Chip-in-the bib Race Timing.** State of the art race timing continues to be a big feature at the Crim Festival of Races. New in 2010 will be the b-tag “chip-in-the-bib”, requiring no actual chip tied to runner shoes or collection after the race.
- **McLaren Regional Medical Center** has returned as sponsor of the Crim Ten Mile Road race, and Grand Blanc Motor Cars is now presenting sponsor of the Crim 8k run and walk. Citizens Bank is 5k run and walk sponsor and D/A Central has returned as official start line sponsor. Blackstones Pub and Grill will be official finish line sponsor, and Financial Plus Credit Union will once again sponsor the Teddy Bear Trot. Genesys will again provide runner medical support as well as sponsorship of the Crim Kids Invitational on Friday, August 27, and Fusion Medical returns as wheeler sponsor.