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PRESS RELEASE

FOR IMMEDIATE RELEASE

The 28th Annual Over the River Run is around the Corner *A unique and very scenic 5-mile race across the Old Mississippi River Bridge*

VICKSBURG, MS (August 25, 2016): The Southern Cultural Heritage Foundation (SCHF) is thrilled to present the 28th Annual Over the River Run. The Foundation along with many sponsors and volunteers present this very special community venture. This event welcomes hundreds to the City of Vicksburg and will serve as a wonderful family event. It will take place on Saturday, October 8th at 8:00am and begins at the Old Mississippi River Bridge located at I-20 and Washington Street.

This unique run follows a scenic course heading west across the Mississippi River to Delta, Louisiana and then returns back to the finish line. The event involves a 5-mile run, 5-mile walk and a one-mile fun run for kids. Complimentary entertainment, fun and refreshments for all runners, walkers and volunteers will follow the race in the Ameristar Delta Point parking lot. Musical entertainment will be provided by the party band, Slaphappy, and inflatable surprises for kids will be on hand.

Registration is open now. The entry fees are \$25 Individual, \$15 Kids Registration (10 & under), \$75 Family pre-race registration (limit of 5), and \$100 Corporate/Civic Club Team Pre-race fee (3-5 members) through October 1st. Late fees will apply to entries that are postmarked after October 1st. The first 500 registered participants will receive an official Over the River Run T-shirt in a special goodie bag filled with specialty items from local sponsors. Early registration is strongly encouraged to secure a place at the event. Entry forms and complete event details are available by visiting www.southernculture.org/events/otrr.htm. Entry forms and fees can be dropped off at Hobie's Outdoor Sports, SCHF Business Office or mailed to SCHF, 1302 Adams Street, Vicksburg, MS 39180 or register online at www.RaceRoster.com. Race packet pick-up will be October 7th at the SCHF Auditorium (corner of Crawford and Cherry Streets) from 10:00am-7:00pm and also the morning of the race at the race site.

The run has acquired a number of **very** generous financial sponsors. The Platinum Sponsors are Ameristar Casino and Hotel, Blue Cross & Blue Shield of Mississippi, Mutual Credit Union, and Shape Up Sisters; Gold Sponsor is Vicksburg Cooling & Heating; Silver Sponsors are McDonald's, Lady Luck Casino and Merit Health; and Bronze Sponsors are New York Life/Stam Kline, Trustmark National Bank and Slipin Slidin Waterslides. Additional sponsors include Budweiser, City of Vicksburg, Coca-Cola, Waste Management, Woodmen Life, Doris Berry's Produce, and Corner Market. Many volunteers are needed in many areas of the planning of the event.

The Over the River Run is an extremely important fundraiser for the SCHF and a very special community event. After expenses, proceeds from the race will go toward the rehabilitation of the Southern Cultural Heritage Center and the many maintenance issues of the five historic buildings of the Center.

For more information, please call the SCHF office at 601-631-2997 or email info@southernculture.org.

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The Southern Cultural Heritage Foundation, a non-profit organization, maintains the Southern Cultural Heritage Center in Vicksburg, Mississippi. The Center is a Mississippi Landmark property and is listed on the National Register of Historic Places. It is one of the most architecturally and historically significant city blocks in downtown Vicksburg, MS. The Foundation offers cultural, artistic and educational programs for the community and beyond.

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