



For Immediate Release
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Contact:



Lou Holder
Greater Washington Sports Alliance
202-857-5946
lholder@gwsportsalliance.com

Scott Golden
Anthem Blue Cross and Blue Shield
804-354-5252
scott.golden@anthem.com

******* MEDIA ADVISORY*******

Inaugural Anthem Great Pumpkin 5K set for Saturday, Oct. 10 at Reston Town Center

*Event proceeds to support the Inova Heart and Vascular Institute;
Virginia Great Pumpkin winner on display*

Washington, D.C. – The Greater Washington Sports Alliance, along with Anthem Blue Cross and Blue Shield and Potomac River Running Stores are proud to introduce a new annual fall road race to the Northern Virginia community. The Anthem Great Pumpkin 5K will be open to both competitive runners and participants of all fitness levels and ages. The race will also serve as a cornerstone activity within the popular Oktoberfest celebration hosted by the Greater Reston Chamber of Commerce taking place at the Town Center during the weekend.

What: Inaugural Anthem Great Pumpkin 5K and Pumpkin Dash (children 10 and under)
When: Saturday, Oct. 10, 2009 beginning at 9 a.m.
Where: Reston Town Center, 11921 Freedom Drive, Reston, Virginia 20190

Proceeds from the race will benefit research at the Inova Heart and Vascular Institute. Michael McKiernan, a heart transplant recipient who received his new heart at the Inova Heart and Vascular Institute, will be on hand and will serve as the official race starter. McKiernan, a track coach, high school history teacher and father of two, suffered from heart problems beginning in 1999. The problems grew progressively worse until the successful heart transplant in July 2008.

Also on hand at the event will be the Great Pumpkin contest winner from the Virginia State Fair. The pumpkin, weighing in at 1,057 pounds, was the second largest ever presented at the fair and was grown by 10- year -old Matthew Morris of Burkeville, Va.

For all media covering the event please contact Lou Holder by Friday, October 9 at 202-857-5946 or lholder@gwsportsalliance.com

For more information, please visit www.thegreatpumpkin5K.com.

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