



**TX TOUGH**  
 //ULTRA RELAY//

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**TX TOUGH ANNOUNCES NORTH TEXAS' "MOST UNIQUE RUNNING EVENT" – THE FIRST LARGE SCALE RELAY EVENT TO COME TO DALLAS WITH THE FINISH ON THE COTTON BOWL FIELD**

*Relay teams can choose to compete for a \$25,000 prize purse while raising money for Children's Medical Center*

DALLAS (Dec. 16, 2008) – Want to participate in North Texas' most unique running event and raise money for a great cause? Then lace up your running shoes, find some friends or co-workers, and sign up for the TX TOUGH Ultra-Relay.

TX TOUGH'S inaugural Run Stage features a 50k (31 mile) Ultra-Relay and a 3-mile fun run. The event takes place Sunday morning, March 29 at 7:30 a.m. at the Cotton Bowl in Fair Park. All relay exchanges and finishes of each leg take place on the Cotton Bowl field, ensuring an unforgettable experience for runners, and a fun viewing experience for friends and family.

The Ultra-Relay is a mixed distance format: three 10k and four 5k legs. Teams can be comprised of 4-7 runners, allowing participants the option to run or walk more than one leg of the Relay for their team. A \$25,000 prize purse will be divided among the Top 20 finishing relay teams for those teams wanting to compete.

"We're excited about the TX TOUGH Run Stage," said founder Joel Williams. "We launched TX TOUGH in September with a cycling event that far exceeded our expectations. Our idea is to create a series of large-scale events dedicated exclusively to raising money for Children's Medical Center. Each stage of TX TOUGH is produced at a different time of year – the Run in March, Swim in June, and Bike in September. This offers people an opportunity to choose what they want to do, and they may participate in one, two, or all three of the stages. All stages promise to provide a great atmosphere, great food, and live music - making them fun for friends, families and co-workers."

All participants are asked to make an individual pledge to raise \$300 by November 15, 2009 – with 100% of the money raised by each participant going to Children's Medical Center. Additionally, each individual team has the opportunity to choose the program, service or clinic at Children's they would like to support. Children's Medical Center has more than 50 sub-specialty programs in a range of areas that provide valuable, life changing care for kids.

"You don't need to be an accomplished athlete to be a part of TX TOUGH — all you need is to care about children," said Williams. "This is a great opportunity to make a difference. It really is North Texas' most unique running event"

For more information visit [www.txtough.org](http://www.txtough.org).