



For Immediate Release: Nov. 3, 2008

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## **New Start/Finish in Downtown Highlights 2009 Cox Providence Rhode Races**

*Cox Sports Marathon, Willow Tree Half Marathon & 5k Start/Finish in Downtown Providence*

**Providence, RI** – Get ready to lace up your sneakers and pound the pavement. The second annual Cox Providence Rhode Races is slated for Sunday, May 3, 2009. This unique event, now entering its second year, features the Cox Sports Marathon, Willow Tree Half Marathon and a 5k.

“Cox Communications is proud to be the Title Sponsor for the Cox Providence Rhode Races and participate in this exciting event,” said Paul Cronin, Senior Vice President & General Manager, Cox Communications. “The Cox Providence Rhode Races is fast becoming a signature event throughout Southeastern New England. Headlining this unique racing series allows us to gain tremendous exposure in the communities we serve. Much like all of the runners, Cox embraces competition as an opportunity to push ourselves through hard work and dedication to be the very best we can be.”

The new feature highlighting the 2009 Cox Providence Rhode Races is the start/finish area. All three races – the Cox Sports Marathon, Willow Tree Half Marathon and the 5k – will all start and finish in Downtown Providence. The Cox Sports Marathon and the Willow Tree Half Marathon will begin simultaneously at 8 a.m. on Exchange Street, adjacent to Burnside Park and Kennedy Plaza. The 5k will kickoff at 11 a.m. in that area.

“The new start/finish location is designed for the convenience of the runners. It’s in one location and close to registration and the hotels,” said Charlie Breagy, race director, Cox Providence Rhode Races.

Registration and the health and wellness expo will be held at the Westin Providence, located

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within walking distance to the start/finish line of all three races.

The overall course for the 26.2 mile Cox Sports Marathon is currently being developed. The Cox Sports Marathon is a Boston Marathon qualifier.

“We’re developing a very scenic course that will include areas of Providence and a good portion of the East Bay,” said Breagy.

Runners – ranging in age from 10-71 years-old – came from as far away as Hong Kong and Belgium to compete in the inaugural event last May. Overall, nearly 4,000 runners participated in the first-time event in the spring.

“With the Cox Sports Marathon, Willow Tree Half Marathon and a 5k all rolled into one, the Cox Providence Rhode Races is designed for both experienced runners, first-time marathoners and those who enjoy running a shorter distance,” said Breagy. “We had a great mix of runners last year. We can expect an even greater amount of participants in 2009 as we continue to enhance this event.”

Online registration is now open for the Cox Providence Rhode Races. To register online for the Cox Sports Marathon, Willow Tree Half Marathon or the 5k visit: [www.coxrhoderaces.com](http://www.coxrhoderaces.com).

Cox Communications is the Title Sponsor of the Cox Providence Rhode Races. Johnson & Wales University is the Premiere Sponsor. Charitable partners include Cox Charities New England, The Leukemia & Lymphoma Society Team in Training and National Kidney Foundation.

### **About Cox Communications**

Cox Communications is a multi-service broadband communications and entertainment company with more than 6 million total residential and commercial customers. The third-largest cable television company in the United States, Cox offers an array of advanced digital video, high-speed Internet and telephony services over its own nationwide IP network, as well as integrated wireless services in partnership with Sprint (NYSE: S). Cox Business Services is a full-service, facilities-based provider of communications solutions for commercial customers, providing high-speed Internet, voice and long distance services, as well as data and video transport services for small to large-sized businesses. Cox Media offers national and local cable advertising in traditional spot and new media formats, along with promotional opportunities and production services. More information about the services of Cox Communications, a wholly owned subsidiary of Cox Enterprises, is available at [www.cox.com](http://www.cox.com), [www.coxbusiness.com](http://www.coxbusiness.com), and [www.coxmedia.com](http://www.coxmedia.com). Cox Communications wholly owns and operates the Travel Channel.

### **About Eident Sports Marketing**

Eident Sports is a full-service event management and sports marketing company based in Providence, Rhode Island. Eident has several properties in the region, ranging from turn-key sporting events to sponsorship sales alliances with key partners. For more information on Eident’s events and offerings, please visit [www.eidentsports.com](http://www.eidentsports.com)

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