

Get Ready for the Sportstyle Mile



On Running has signed on as the official footwear sponsor of The Sportstyle Mile.

The Sportstyle Show and Conference

June 14 -15, 2017
 Fort Lauderdale
 Convention Center
 Fort Lauderdale, FL

Consumer Expo and Experience

Friday, June 16, 2017



Official footwear
 sponsor of The
 Sportstyle Mile.

The Sportstyle Mile race will take place on June 17, 2017 on A1A in the heart of Fort Lauderdale Beach, the day after the Sportstyle trade and consumer show and is open to both professional and amateur runners. Professional runners will compete for a purse of nearly \$6,000 in prize money. The race will be presented by Runner's Depot, the leading run specialty store in the area, and Formula 4 Media.

The Sportstyle Mile will begin at 6:30 a.m. on June 17 and feature 11 different heats, segmented according to age group. The highlight of the competition will be the Pro Mile for both females and males, which will take place at 9:15 and 9:30 a.m. respectively.

Professional athlete heats are by invitation only and runners who want to be considered for these heats must be approved by the race director and register for the Pro Mile to be eligible for prize money.

"We're extremely excited to be hosting this race with our good friends at Formula 4 Media," said René Grant, owner of Runner's Depot. "We've been hoping to do a race of this

distance for awhile and with so many industry people in town, right after the Sportstyle show, the timing is perfect."

The Sportstyle Show and Conference will take place June 14 and 15, 2017 at the Fort Lauderdale Convention Center and a special one day Consumer Expo and experience will take place on Friday, June 16, 2017. Packet pickup for the Sportstyle Mile will take place at the Sportstyle Consumer Expo on that Friday from 11 a.m.-7 p.m.

Early registration for the race is \$20 by April 30; \$25 through

May 31st and \$30 from June 1 until race day. Runners can sign up at www.active.com. All attendees at the Sportstyle trade show will be eligible to compete at the early registration rate.

The starting line will be at Windamar Street and A1A by the Hilton Hotel. The Finish Line and Post race expo and party will take place at DC Alexander Park, just south of 5th Street.

There will be awards for 1st through 3rd place overall; 1st overall Masters Male and Female and 1st through 3rd in the following age groups: 10-19; 20-29; 30-39; 4-49; 50-59; 60-69; and 70-plus.

There will also be additional awards for:

- Top Corporate Team (5 runners scored, all genders).
- Top Corporate Team (Most participants).
- Top High School runner, male.
- Top High School runner, female.

For the Pro Mile, 1st place overall male and female winner will be awarded \$1500 each. ■

Industry companies interested in sponsorship should contact
Troy Leonard: tleonard@formula4media.com or **352-624-1561**.

Florida businesses interested in sponsorship should contact
Renée Grant: renee@runnersdepot.com