



FOR IMMEDIATE RELEASE

Colfax Marathon Weekend Kicks Off with the Bellco Colfax 5K in City Park

Bellco Colfax 5K provides opportunity for everyone to participate in the 2013 Kaiser Permanente Colfax Marathon

GREENWOOD VILLAGE, Colo. (May 2, 2013) – The [Bellco Colfax 5K](#) kicks off Denver's Colfax Marathon weekend with a race that offers both a challenge for the experienced runner and fun for the entire family. Set in Denver's beautiful City Park, the chip-timed race starts and finishes at the official Marathon Start and Finish Line and features a second start wave for families and walkers, as well as a shortcut for kids and families.

"Our race mission is to inspire health and fitness within our community, and the Bellco Colfax 5K offers a challenging yet fun and accessible race for everyone," said Andrea Dowdy, CEO of the race.

"As a long-time supporter of this wonderful annual event, Bellco believes strongly in promoting the physical and financial wellness of the communities we serve," said Deirdra O'Gorman, Bellco's vice president of customer relationship management. "The Bellco Colfax 5K race encourages fitness and health in a positive and fun way. Our sponsorship of the event is one way Bellco is able to give back to the people of Colorado who have provided more than 76 years of support to our financial institution."

Race festivities include:

- 5K race starts at 9:00 a.m.
- A 1.8 mile shortcut for families and kids
- Finish line food by Garbanzo's
- DaVita's Charity Partner Village – home to 122 nonprofits using the Colfax Marathon to raise funds and awareness
- An appearance by Gobbles, the official mascot of the Mile High United Way Turkey Trot; he will provide special offers to runners interested in registering for the Turkey Trot, including \$1 off registration and an upgrade from a cotton shirt to a tech shirt
- Join pachyderm zookeeper Dave Johnson for the "Mimi Rally," celebrating Mimi the elephant's 51 years at Denver Zoo and promoting pachyderm conservation. Stories, games and free books for the kids!
- Entertainment by Radio Disney, LiveWell Colorado and more

Awards will be given to the top male and female finishers overall and by age group, including 12 and under. Participants will receive race t-shirts, goody bags and delicious finish-line food by Garbanzo's.

Online registration is open at www.runcolfax.org.

WHAT: 2013 Bellco Colfax 5K – kicking off the Kaiser Permanente Colfax Marathon weekend
WHEN: Saturday, May 18, 2013, 9:00 a.m.

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WHERE: Denver's City Park

WEB: www.runcolfax.org

FOLLOW: On Twitter @runcolfax – use #runcolfax

FAN: [Facebook.com/runcolfaxdenver](https://www.facebook.com/runcolfaxdenver)

RACE PHOTOS: High-res photos <https://www.dropbox.com/sh/ber6z3s8hpx3byf/rbGGpyA7MV>

About Kaiser Permanente Colfax Marathon

The eighth annual Kaiser Permanente Colfax Marathon takes place May 18-19, 2013. Events include the full marathon, half-marathon, marathon relay, Urban 10 miler and Colfax 5K. Established by the cities of Aurora, Denver and Lakewood to encourage Coloradans to be healthier, the marathon has established itself as an iconic race for the mile-high city. We support local charities and nonprofits by providing one of the country's biggest fund-raising platforms through our Charity Partners Program. We are proud to partner with corporate sponsors who make our race a success, including: Kaiser Permanente, DaVita, 9News, *The Denver Post*, Comcast, 104.3 The Fan, The Denver Athletic Club, Primrose, Jim 'N Nick's BBQ, Primrose and more. Visit us at <http://www.runcolfax.org/>, <http://www.facebook.com/runcolfaxdenver> and on Twitter <http://twitter.com/runcolfax>.

About Bellco

Bellco is one of Colorado's largest financial institutions, with more than \$2 billion in assets and 19 branches in Colorado. Founded in 1936, Bellco offers a full range of financial products and services including mortgages, auto loans and checking accounts. Today, Bellco has more than 210,000 customers and over 1,000 Select Employee Groups who benefit from the advantages of a credit union, including lower interest rates on loans, higher yields on savings and access to thousands of ATMs nationwide. Bellco actively supports the community by donating funds and employee volunteer hours to many Denver-area and Grand Junction organizations. "Like" Bellco on [Facebook](#) or "follow" @Bellco_CU on [Twitter](#).

About Kaiser Permanente Colorado

Kaiser Permanente Colorado is the state's largest nonprofit health plan, proudly working to improve the lives and health of Denver, Boulder and southern Colorado area residents for 40 years. Kaiser Permanente Colorado provides comprehensive health care services to more than 535,000 members through 21 medical offices and a network of affiliated hospitals and physicians. The health plan was named Highest in Member Satisfaction among Commercial Health Plans by J.D. Power and Associates for the third straight year. Kaiser Permanente was also recognized by the National Committee for Quality Assurance (NCQA) as the top-ranked private health plan in Colorado, No. 9 in the nation and one of the top 5 Medicare plans in the U.S. for the second year in a row. In 2009, Kaiser Permanente proudly directed more than \$82 million to community benefit programs to improve the health of all Coloradans. For more Kaiser Permanente news, visit <http://kp.org/newscenter> or follow us on Twitter <http://twitter.com/kpcolorado>.

Kaiser Permanente Colfax Marathon

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