FOR IMMEDIATE RELEASE

The Color Run™ presented by ALCATEL ONETOUCH Debuts 2015 Shine Tour™ in Clemson

Clemson, SC – The Color Run™ presented by ALCATEL ONETOUCH, one of the largest 5k event series in the world, will be in Clemson on April 25. The event will be held at Clemson University and and registration is open for individual runners and teams.

The Color Run debuts their new Shine Tour in 2015 bringing a fresh spin and unique experience to Color Runners around the world. The Shine Tour enhances the experience that Color Runners already love with an all-new Sparkle Zone™ on course with unique opportunities for colorful photographs throughout the course. At the Finish Festival, participants can enjoy music, dancing and massive color throws with accents of new confetti cannons, shimmery clouds of color, glitter, and more. Color Runners will receive a limited edition Shine Tour Participant Kit, including: custom race t-shirt, gold finisher’s medal, shiny tattoos, tri-color headband with silver stitching, classic color packet, and brand-new shine powder packet.

“With the Shine Tour, we wanted to create an immersive and transformative experience beyond anything our runners have experienced with us so far,” said Travis Snyder, founder of The Color Run. “The Shine Tour is the next generation of The Color Run and participants will be able to feel and visibly see themselves transform throughout each kilometer of the event.”

The Color Run Clemson has partnered with Clemson Student Government, Spring Scene, and Campus Recreation to help bring a unique and memorable experience to the University and city of Clemson. The Color Run celebrates healthiness, happiness, and individuality with over 50% of participants being first-time runners. Campus Recreation has been highly involved in recruiting runners for the event and is encouraging students to live a healthier lifestyle through The Color Run.

For the second year in a row, ClemsonLIFE will be participating in The Color Run Clemson. ClemsonLIFE is a four-year program incorporating functional academics, independent living, employment, and social/leisure skills in a public university setting with the goal of producing self-sufficient young adults.

In its fourth year, The Color Run is one of the largest event series in history. It is the originator and innovator of the paint race genre and is continually innovating to create a unique experience for its runners. In 2014, The Color Run was host to events in more than 50+ countries and 240 cities worldwide. The Color Run caters to anyone – first time runners to professional athletes. Close to 50 percent of Color Runners are first-time 5k runners and participate as a celebration and capstone of their healthy living accomplishments.

About The Color Run™
The Color Run is the largest event series in the United States and the first of its kind. Travis Snyder founded the 5k paint race event series in 2012, creating a new genre of running event. The Color Run celebrates healthiness, happiness and individuality, bringing the community together to create a five-kilometer canvas of colorful fun. To learn more about The Color Run, visit www.thecolorrun.com or watch this video.

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