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PRESS RELEASE

FOR IMMEDIATE RELEASE

The 22nd Annual Over the River Run

A unique 5-mile race across the Old Mississippi River Bridge

VICKSBURG, MS (August 9, 2010): The Southern Cultural Heritage Foundation (SCHF) is pleased to announce the 22nd Annual Over the River Run. The Foundation along with many sponsors and volunteers presents this very special community venture and it promises to be one of the biggest yet. This event welcomes hundreds to the City of Vicksburg and will serve as a wonderful family event. It will take place on Saturday, October 9th at 8:00am and begins at the Old Mississippi River Bridge located at I-20 and Washington Street.

This delightfully unique run follows a scenic course heading west across the Mississippi River across to Delta, Louisiana and then returns back to the finish line. The event involves a 5-mile run, 5-mile walk and a one-mile fun run for kids. Complimentary entertainment, fun and refreshments for all runners, walkers and volunteers will follow the race in the Ameristar Delta Point parking lot. The after-party will be one not to miss. Musical entertainment will be provided by the party band, *Slaphappy*, and inflatable surprises for kids will be on hand.

Registration is now open. The entry fees are \$25 Individual, \$15 Kids Registration (10 & under), \$55 Family pre-race registration (limit of 5), and \$75 Corporate Team Pre-race fee (3-5 members). A \$5 late charge will apply to entries that are postmarked after October 1st. The first 500 registered participants will receive an official Over the River Run T-shirt in a special goodie bag filled with specialty items from local sponsors. Early registration is strongly encouraged to secure a place at the event. More information, entry forms and complete event details are available by visiting www.southernculture.org. Entry forms and fees can be dropped off at Just Duett Sports or mailed to SCHF, 1302 Adams Street, Vicksburg, MS 39180. Race packet pick-up will be October 8 at the SCHF Auditorium (corner of Crawford and Cherry Streets) from 4:00pm-7:00pm.

The run has acquired a number of **very** generous sponsors. Diamond Sponsor is Ameristar Casino and Hotel; Platinum sponsors are Anderson-Tully Lumber Company, BlueCross Blue Shield of Mississippi, Diamond Jacks Casino, the Vicksburg Convention and Visitors Bureau; Gold Sponsor is Premier Medical Weight Loss of Mississippi; Silver sponsors are Guaranty Bank & Trust Company, Mutual Credit Union and Shape Up Sisters; Bronze Sponsors are B&K Bank, BancorpSouth, The Foot Clinic, Hometown Medical LLC and Trustmark National Bank. Sponsorship opportunities are still available. Many volunteers are needed in many areas of the event.

After expenses, proceeds from the race will go toward a state-of-the-art sound system for the Southern Cultural Heritage Center's historic 1885 auditorium and maintenance issues of the Center.

For more information, please call the SCHF office at 601-631-2997 or email info@southernculture.org.

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The Southern Cultural Heritage Foundation, a non-profit organization, maintains the Southern Cultural Heritage Center in Vicksburg, Mississippi. The Center is a Mississippi Landmark property and is listed on the National Register of Historic Places. It is formerly the St. Francis Xavier Convent and Academy and is one of the most architecturally and historically significant city blocks in downtown. The Foundation is committed to preserving the history and architecture of the Cultural Center, while offering cultural, artistic and educational programs for the community.

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