

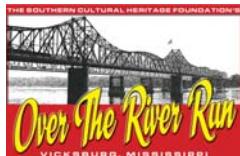


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SOUTHERN CULTURAL HERITAGE FOUNDATION

PRESS RELEASE FOR IMMEDIATE RELEASE

SCHF organizes and saves the 21st Annual Over the River Run A unique 5-mile race across the Old Mississippi River Bridge



VICKSBURG, MS (August 26, 2009): The Southern Cultural Heritage Foundation (SCHF) is pleased to announce the 21st Annual Over the River Run. The Foundation along with many volunteers has taken on the very special community venture and it promises to be one of the best. This event welcomes hundreds to the City of Vicksburg and will serve as a wonderful family event. It will take place on Saturday, October 10th 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. All registered participants will receive an official Over the River Run T-shirt in a special goodie bag filled with specialty items from local sponsors. Race t-shirts will be available to the first 500 registered participants. Early registration is strongly encouraged to secure a place at the event. The run will be directed by the Mississippi Track Club. More information, entry forms and complete event details are available by visiting the 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 9 at the SCHF Auditorium (corner of Crawford and Cherry Streets) from 4:00pm-8:00pm.

The run has acquired a number of very generous sponsors. Platinum/lead sponsors are Ameristar Hotel & Casino, Central Mississippi Medical Center, and Medial Associates of Vicksburg; Silver sponsor is New Health Chiropractic Center; Bronze Sponsor is Mutual Credit Union. Sponsorship and volunteer opportunities are still available.

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.

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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