



News Release

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FOR IMMEDIATE RELEASE

City of Whitewater Sponsors the Discover Whitewater Series for the NINTH Year in a Row

WHITEWATER – May 13, 2021 – From police officers positioned at all areas of the course to public safety, parking and providing picturesque landscape, the City of Whitewater has been a crucial part of the Discover Whitewater Series: Half Marathon & 5K for nine years.

“The City of Whitewater is proud to be a sponsor of the Discover Whitewater Series and strives to maintain a safe and fun environment for all participants and spectators, along with our community as a whole,” said City of Whitewater PR and Communications Manager Kristin Mickelson. “We are grateful for those who take safety seriously so people from all over can continue to enjoy this event and all Whitewater has to offer.”

Police officers from the city keep traffic going the correct way and runners on the move on race day. The city provides traffic cones, barricades, and no parking signs to make sure *everyone* is safe and having a good time whether they’re on the half marathon or 5K course, or lining up at the starting line and passing through the finish line. Detour signs are placed throughout the city to help people to move safely on race day.

One of the DWS’ main goals is to promote the beauty of the City of Whitewater. The half marathon showcases many of the cornerstones of Whitewater, such as the University of Wisconsin-Whitewater, business park, Whitewater Unified School District, and the many beautiful landscapes this city offers.

“The purpose of this race has always been to showcase and benefit the Whitewater community,” DWS Executive Director Jeffery Knight said. “We are grateful for how involved the City is in our goal. This race would not be possible without the generous support from the city.”

Participants for the DWS come from all over the United States, and this event is a great way to show what a great place Whitewater is to visit, live, and play. Go to <https://runwhitewater.com/> to register for race day and secure your spot at the start line.

About the DWS

The goal of the DWS is to promote the City of Whitewater and highlight its greatest features, while keeping everyone in the community active. All the proceeds from the race are donated to five local non-profit partners: Bethel House (which provides interim housing for homeless families), Whitewater LEADS, Working for Whitewater’s Wellness (W3), Whitewater Unified School District and the J-Hawk Aquatic Club. The DWS partners with the city, business community, university and the school district to make this a tremendous event that benefits all who participate. For more information about the race visit www.runwhitewater.com.

For further details, please contact Jeffery Knight, Executive Director at 920.728.0662 or jpk@knightpublicaffairs.com. For general race information email info@runwhitewater.com.

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