



The Vermont 10 Miler Comes to Stowe This Weekend

A portion of the proceeds from the event will benefit the Stowe Land Trust

Stowe, Vermont — The Inaugural Vermont 10 Miler will take place this weekend on the roads and bike paths of Stowe, Vermont. 1,050 runners are registered for the event, which sold out well ahead of the weekend. The Vermont 10 Miler is produced by Gray Matter Marketing, which also produces the Craft Brew Races 5K and Beer Festival in Stowe in May.

The course, which is a 10-mile loop, runs alongside some of Stowe's most stunning fall scenery. Starting at the Mayo Farm Event Fields, runners will turn left on to Weeks Hill Road, continuing until it turns into Edson Hill Road. At Mile 7, the course joins the Stowe Bike Path for the final 3 miles of pedestrian-only traffic, crossing the West Branch River and finally returning to Mayo Farm for the finish.

After the event, runners and their families and friends are invited to an after-party at Sushi Yoshi. Pre-purchased tickets include a sushi and hot food buffet, as well as a selection of Vermont's best craft beers.

A portion of every ticket sold for the Vermont 10 Miler is being donated to the Stowe Land Trust. "It's important to us to support the local economy when we create our events," says Matt Gray, President of Gray Matter Marketing. "We specifically chose to partner again with the Stowe Land Trust as their work in preserving outdoor space is important to us and our runners."

Finishers will receive a medal and a custom-designed long-sleeve event t-shirt. Awards will be given for the top three male and female finishers, top finishers in age groups, and the largest and fastest teams.

Locals can expect minor traffic delays along the course, and local police will be on site to manage traffic and keep runners safe. For more information, visit www.vermont10miler.com. For more information on May's Craft Brew Races 5K and Beer Festival, visit www.craftbrewraces.com. Information and tickets to the Craft Brew Races and the 2018 Vermont 10 Miler will be available in the future.

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Press: The attached photos are for editorial use only. Please credit: Clancy Creative/Gray Matter Marketing. If you wish to attend the event, please contact Lisa McCurdy at 617-697-5100 or Lisa@GrayMatterMarketing.com

About Gray Matter Marketing

Gray Matter Marketing is a full services marketing consulting and event management agency. We work with clients to maximize sales and marketing capabilities, create turnkey events, and maintain an engaging social media presence. For more information on Gray Matter Marketing's offerings and events, please visit www.graymattermarketing.com.