



RITBA Foundation To Host Inaugural Mt. Hope Bridge 5K Road Race

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FOR IMMEDIATE RELEASE

BRISTOL, RI – The inaugural Mt. Hope Bridge 5K Road Race will be held on August 12th, 2017. The event is hosted by the Rhode Island Turnpike and Bridge Authority Foundation and produced by Gray Matter Marketing. The Rotary Club of Bristol is the official charity partner for this event.

Roger Williams University is a sponsor of the race, and will host a part of the race course as well as post-race festivities. The 3.1 mile course starts at in Portsmouth near the base of the Mt. Hope Bridge, runs across the bridge to Ferry Road in Bristol, turning on to the Roger Williams University campus and continuing south through campus to the finish. The starting gun is at 7 AM.

“The Bristol Rotary Club is excited to be part of this historic event, the first road race across the Mt. Hope Bridge. The RIBTA, Gray Matter Marketing, Roger Williams University have been working together over the past couple of years to make this race a reality. Proceeds from the Mt. Hope Bridge Road Race will benefit the many local charities supported by Bristol Rotary,” said Mary Jo Tavares, president of the Bristol Rotary Club.

Gray Matter Marketing is an award-winning producer, with a portfolio including the Amica Newport Marathon, Ocean Road 10k, Newport 10 Miler, and the Citizens Bank Pell Bridge Run. “August is a beautiful time of year for a run or walk in Bristol and Portsmouth,” says Matt Gray, President of Gray Matter Marketing. “The course spans two beautiful towns and gives our participants a unique chance to travel by foot over the Mt. Hope Bridge.”

For more information, visit www.mthopebridge5k.com

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About Rhode Island Turnpike and Bridge Authority Foundation

The Rhode Island Turnpike and Bridge Authority operates a charitable foundation which provides funds to worthy organizations with proceeds generated from special events held on RITBA properties throughout the year. The RITBA Foundation was formed to carry out the

mission of supporting local communities and nonprofit organizations that have a positive impact on the lives of Rhode Islanders. Visit www.ritba.org/ritba-foundation for more information.

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.