



## **New 10-Mile Road Race Coming To Stowe This Fall**

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### **FOR IMMEDIATE RELEASE**

**STOWE, VT** — The inaugural **Vermont 10-Miler** is coming to Stowe on November 5th, 2017. The event, produced by Gray Matter Marketing, is a 10-mile road race through beautiful Stowe, followed by an after party hosted at Sushi Yoshi. A portion of the proceeds from each race registration fee will be donated to the Stowe Land Trust.

Gray Matter Marketing is an award-winning events producer, with a portfolio including the Amica Newport Marathon, Ocean Road 10k, Newport 10 Miler, Citizens Bank Pell Bridge Run and the Craft Brew Race series, which includes a Stowe stop on it's New England circuit. "Stowe is an amazing year-round destination and we look forward to showcasing this to runners from around the country on November 5." says Matthew Gray, President of Gray Matter Marketing. "We have designed the course to start and finish at the Mayo Farms, which is fitting as we are once again partnering in preservation with the Stowe Land Trust to support their mission and our passion for the outdoors."

"Stowe's open space and scenic beauty make it a favorite for outdoor enthusiasts," said Caitrin Maloney, Executive Director of the Stowe Land Trust. "By keeping land open, whether it's a working farm or forested hillside, we are able to provide the stunning landscape thousands of visitors and locals come here to experience. Stowe Land Trust is so grateful for being chosen as the community partner for this event and we're very excited to welcome a new race event to town."

The course starts at Mayo Farm Event Fields, and winds through the rolling hills of the back-country of Stowe, passing through farmland and quiet neighborhoods before joining up with the Stowe Recreation Path, crossing the West Branch River to a finish back at Mayo Farm. The starting gun is at 9AM. Tickets for entry into the race start at \$45 and will increase as the event gets closer. Tickets are available now for the race only, and for the race and after party, on [www.vermont10miler.com](http://www.vermont10miler.com).

The after-party at Sushi Yoshi will be from 11:30-2:30 pm. Party tickets are \$20 and feature two bars, serving Vermont's best craft beers including, but not limited to, Hill Farmstead, Lawson's,

Von Trapp, Lost Nation and Alchemist — and the first one is on us! The after party also includes passed appetizers and a buffet.

Tickets are on sale now, with early bird pricing available until July 1st.

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#### **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](http://www.graymattermarketing.com).

#### **About Stowe Land Trust**

Stowe Land Trust is dedicated to the conservation of scenic, recreational, and productive farm and forest lands for the benefit of the greater Stowe community. For more information, including how to get involved, please visit [www.stowelandtrust.org](http://www.stowelandtrust.org)