

RACE DAY

½ Mile & 1-Mile Foot Races
Diaper Dash & Toddler Trot
In select markets
Finish Line Festival

AUDIENCE

10,400+ Participants



THE EVENT

KiDS ROCK Series is a nationwide series of road races and training programs for kids under the umbrella of Competitor Group's Rock 'n' Roll Marathon Series. This successful kids-focused extension is currently the largest kids-only running series in the U.S.

All kids are welcome! Whether running with a parent or participating in a school's training program, kids come together to complete a ½ mile or mile course and become official KiDS ROCK finishers. Local schools host training programs where kids in K-7th grade can train with parents, teachers, coaches and friends to work toward the common goal of completing a total of 26 or 13 miles. All finishers receive a medal, t-shirt and goodie bag for their accomplishments.

FINISH LINE CELEBRATION

KiDS ROCK provides a unique, safe, positive, family-friendly event with a lively Finish Line Festival to celebrate each participant's significant achievement.

MARKETING CAMPAIGN

Each KiDS ROCK event will be promoted nationally and locally through print, digital and grassroots media and PR. In addition, KiDS ROCK will continue to pursue successful relationships with celebrities to boost the visibility of the KiDS ROCK mission to encourage an active and healthy lifestyle.

PHOENIX, AZ - JANUARY 16, 2016

Participation: 690+

CARLSBAD, CA - APRIL 2, 2015

Participation: 1,400+

NASHVILLE, TN - MAY 1, 2016

Participation: 4,000+

SAN JOSE, CA - OCTOBER 2, 2016

Participation: 500+

SAVANNAH, GA - NOVEMBER 6, 2016

Participation: 209+

SAN ANTONIO, TX - DECEMBER 3, 2016

Participation: 2,122+

