



**For Immediate Release**  
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**The Anthem GREAT PUMPKIN 5k and PUMPKIN DASH coming to Reston Town Center**  
*Inaugural event will contribute to the Northern Virginia community and support research at the Inova Heart and Vascular Institute*

**Washington, D.C.** – The Greater Washington Sports Alliance, along with Anthem Blue Cross and Blue Shield and Potomac River Running Stores are proud to announce a new annual fall road race which will take place in the heart of the Reston Town Center. Scheduled for Saturday, October 10, 2009, at 9:00 AM, the event will be open to both competitive runners and participants of all fitness levels and ages. The race will also serve as a cornerstone activity within the popular Oktoberfest celebration hosted by the Reston Chamber of Commerce taking place at the Town Center during the weekend.

“One thing we have found from our success in creating signature running events in this marketplace is that our community is at the core of putting on a quality road race”, says Robert Sweeney, president of the Greater Washington Sports Alliance. “Fairfax County and the National Capital region are one of the fittest areas in the entire United States and we expect that the Anthem GREAT PUMPKIN 5k and PUMPKIN DASH will be embraced by our entire community and continue to add important value to this lifestyle from which we all benefit.”

In addition to running on a beautiful fall day through one of the premier pedestrian friendly areas of Northern Virginia, runners and their families will also have the unique experience of seeing The GREATEST PUMPKIN in the State of Virginia first hand, which will be on display at the post-race Fall Festival, *Oktoberfest*. In conjunction with the Reston Chamber of Commerce’s Oktoberfest, the Finish Line Festival will feature local restaurants, all day live entertainment, amusement rides, and more. All participants will also have the opportunity to take part in the first annual Pumpkin Decorating Contest.

“Anthem Blue Cross and Blue Shield is proud to support the entire Northern Virginia community through the encouragement of health and fitness activities like the Anthem GREAT PUMPKIN 5k and PUMPKIN DASH, which will ultimately provide residents and businesses alike a healthier place to live, work and play,” says C. Burke King, president, Anthem Blue Cross and Blue Shield in Virginia.

An estimated 2,000 runners, joggers and walkers are expected to take part in the inaugural event which offers both a timed and non-timed 5k as well as a children’s Pumpkin Dash. Families and children attending are encouraged to get into the fall season by participating in one of our Anthem Great Pumpkin events.

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Registration fees for the event will be very affordable as registration is only \$30.00 for the timed 5K and \$20.00 for the non-timed 5k. The children's Pumpkin Dash will be a free Fun Run. All timed 5k participants will receive a free race shirt with registration. Untimed 5k participants will have the opportunity to purchase a race shirt for an additional fee. Proceeds from the race will benefit research at Inova Heart and Vascular Institute. The cardiac and thoracic surgeons at Inova Heart and Vascular Institute provide world-class care using the most sophisticated technologies available, integrating healthcare services in a manner proven to enhance quality of care and clinical outcomes. It is the region's only program dedicated to both adult and pediatric patients, with their niche programs including an adult congenital heart clinic, atrial fibrillation center, the region's largest heart and lung transplant program, minimally invasive cardiac and thoracic surgery programs, and a thoracic oncology program. Registrants can donate additional funds by visiting [www.inova.org/foundation](http://www.inova.org/foundation) and then checking the IHVI designation during the donation process.

The Anthem GREAT PUMPKIN 5k and PUMPKIN DASH are sponsored by Anthem Blue Cross and Blue Shield, the Greater Washington Sports Alliance, Potomac River Running Stores and the Reston Chamber of Commerce.

For more information on the event, please visit [www.thegreatpumpkin5k.com](http://www.thegreatpumpkin5k.com) or call the event hotline at 1-866-RUN-0262.

**About Greater Washington Sports Alliance:**

Established in 2003, The Greater Washington Sports Alliance is a regional non-profit sports commission created to foster economic development and civic pride through the power of sports. The Sports Alliance's mission encompasses the attraction of sporting events to the region, the promotion of regional professional, collegiate and amateur franchises, the support of youth investment organizations and the branding of Washington, D.C. as a world-class sports destination. Visit [www.gwsportsalliance.com](http://www.gwsportsalliance.com) for more information.

**About Anthem Blue Cross and Blue Shield in Virginia:**

Anthem Blue Cross and Blue Shield is the trade name of Anthem Health Plans of Virginia, Inc. (serving Virginia excluding the city of Fairfax, the town of Vienna and the area east of State Route 123.). Anthem Blue Cross and Blue Shield and its affiliated HMOs, HealthKeepers, Inc., Peninsula Health Care, Inc. and Priority Health Care, Inc. are independent licensees of the Blue Cross and Blue Shield Association. (R)ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association. Additional information about Anthem Blue Cross and Blue Shield in Virginia is available at [www.anthem.com](http://www.anthem.com).

**About Inova Heart and Vascular Institute:**

The cardiac and thoracic surgeons at Inova Heart and Vascular Institute provide world-class care using the most sophisticated technologies available, integrating healthcare services in a manner proven to enhance quality of care and clinical outcomes. As the Northern Virginia's only program dedicated to both adult and pediatric patients, niche programs include an adult congenital heart clinic, atrial fibrillation center, the region's largest heart and lung transplant program, minimally invasive cardiac and thoracic surgery programs, and a thoracic oncology program. Visit [www.inova.org](http://www.inova.org) for more information.

**About Potomac River Running, Inc:**

Potomac River Running, Inc, is a family-owned running specialty company. Founded in 2002, it has grown to become the area's largest running and walking specialty retailing company, with locations in Arlington, Ashburn, Burke, Cleveland Park (in DC), Reston, Rockville, and Tysons. Potomac River Running provides the best brands in running and walking footwear, apparel, and accessories, and differentiates itself with video gait analysis and customer service. Its Training Programs arm also provides running and fitness training programs for runners and walkers of all levels, including a popular "Running 101" introductory program. Visit [www.potomacriverrunning.com](http://www.potomacriverrunning.com) for more information.