

For Immediate Release

**Exciting Changes in Store for the Popular Fun Run Feature of
Cookeville's Fall FunFest**

Cookeville, TN (8-12-10) – Runners of all ages and skill levels can enjoy the Fun Run presented by First Tennessee Bank and Premier Diagnostic Imaging sponsored by Cookeville Regional Medical Center. The race kicks off Saturday activities for the 15th Annual **Cookeville Fall FunFest**.

We have two big changes for this year; chip timing and online registration! ChampionChip timing will be used for the race this year ensuring accurate and timely race results. “Runners have come to expect this technology at all legitimate races and we are excited about offering this addition for our runners” Said Fall FunFest Event Director Dennis Freeman.

Runners also have the option of registering online at www.fallfunfest.com this year. Save a stamp, save some time and register from the convenience of your computer. If you would prefer, you can still print a race application from our website and mail or bring it to the CityScape offices..

The 5k/10k run begins promptly at 7:00 a.m. Packet and chip pick-up begins at 6:15 a.m. The event is designed to appeal to runners and walkers of every level whether a running enthusiast, recreational jogger, health walker or one who just wants to enjoy the streets of beautiful downtown Cookeville. Officially certified as exactly 5k and exactly 10k, the race enjoys a quick downhill start at Dixie and Broad Streets and a straight flat push to the finish at Dixie and Freeze.

Both the 5k and 10k will feature award medals for top finishers in multiple age categories. All run participants will receive a commemorative t-shirt and goody bags. The overall male and female winners in both distance events will each receive a cash prize of \$50

Entry fee for individual runners is \$25 pre-race and \$35 on race day. Team entry fee for groups of four is \$80 pre-race and \$120 on race day. For more information or to download an application, go to www.fallfunfest.com or call Cara Sheets at 931-520-5297 or via email at cara@cookeville-tn.org. Applications are also available at the CityScape Office; 345 S. Jefferson Street, Suite 303.

Fun Run organizer Cary Sheets credits the ROTC department at Tennessee Tech University, the City of Cookeville Police Department, Food Lion and a host of volunteers for giving their time and resources to insure the success of this event.

One of the premier fall events on the Upper Cumberland Plateau, Fall FunFest offers a variety of events for the entire family, including The Cookeville CookOff, a championship barbeque cook-off--a Family Fun Zone, Teen World, WCTE's Stations of Imagination and TACA arts and crafts area. A variety of musical entertainment will perform on three stages, and local and regional vendors will offer food and concessions. **Admission to the event is free.**

Fall FunFest is owned and operated by CityScape, Cookeville's local "Main Street" organization that works to preserve, protect and promote the heart and soul of Cookeville – its downtown. CityScape is a group of concerned citizens working hand in hand with partners such as the City of Cookeville, local merchants and property owners to develop downtown as a destination for business and pleasure.

Fall Funfest would not be possible without the invaluable support of our sponsors: AUI LLC, Premier Diagnostic Imaging, First Tennessee Bank, Charter Communications, Charter Business, N2TheNet, Streamliner Creative, Cookeville Regional Medical Center, Cookeville Communications, JWC Broadcasting, Papa John's Pizza, Stone Steel, American Bank and Trust, Dixie HomeCrafters, F & M Bank, Putnam County Clean Commission, Herald-Citizen, Lamar Outdoor Advertising, Cookevilletimes.com, BB&T Legge Insurance and Fairfield Inn & Suites.

Cookeville is located approximately 1.5 miles off I-40, at exit #287 (Cookeville/Sparta).

For more information, visit the Fall FunFest website, www.fallfunfest.com.