



**PRESS RELEASE**  
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## **TOUGHEST 10K KEMAH AGAIN HOSTS RRCA SOUTHERN REGION 10K CHAMPIONSHIP IN 2016**

KEMAH, TEXAS (January 4, 2016) – Running Alliance Sport is pleased to announce that its 9th annual Toughest 10K Kemah, to be held Sunday, September 18, 2016 at the world famous Kemah Boardwalk, has been chosen to again host the Road Runners Club of America (RRCA) Southern Region 10K Championship.

"We're proud of our long-standing relationship with the RRCA to produce quality championship road races for runners of all abilities," said Running Alliance Sport (RAS) founder and race director Robby Sabban. "And we're even more proud to host the RRCA Southern Region 10K championship again on one of the toughest courses for the distance on the calendar."

The Toughest 10K Kemah will be the first race in the popular three-race Texas Bridge Series, which includes the sixth annual Toughest 10K Galveston on Saturday, October 15, 2016 and the seventh annual La Porte By The Bay Half Marathon on Sunday, November 20, 2016.

Just under 1,000 runners and walkers -- 995, to be exact -- completed all three races in the Series' fifth year, surpassing the previous record of 846 set in 2014.

The RRCA's Southern Region encompasses 11 states, including Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Texas.

"Bids were received from races in all of the Southern Region states and in consecutive years (2015 and 2016) two different RRCA Southern Region Directors have chosen the Toughest 10K Kemah to be their 10K Championship," said RRCA South Texas state representative **Lee Greb**. "Our local running community as well as the state of Texas should be proud that the Toughest 10K Kemah has been chosen for the second year in a row to be the Road Runners Club of America (RRCA) Southern Region 10K Championship."

The Toughest 10K Kemah, giving Texas its third consecutive RRCA Southern Region 10K championship, will join three other RRCA regional 10K championships in addition to the RRCA National 10K championship.

The complete 2016 regional and national 10K championship schedule is as follows:

April 30 -- Get In Gear 10K, Minneapolis, Minnesota (Central Region)  
June 18 -- Heart and Sole Run 10K, Billings, Montana (Western Region)  
September 18 -- Toughest 10K Kemah, Kemah, Texas (Southern Region)  
October 1 -- Fort4Fitness 10K, Fort Wayne, Indiana (National)  
November 13 -- Grimelda Farms Run 10K, Madison, New Jersey (Eastern Region)

Running Alliance Sport will again provide a complimentary entry to any RRCA 10K state champion from the 11-state Southern Region since last year's Toughest 10K Kemah, last year's defending RRCA Southern Region 10K champions as well as -- new this year -- any RRCA Roads Scholar grant recipient since the program's inception in 1996.

More than 300 runners took advantage of special pricing for the entire 2016 Texas Bridge Series in the week after last year's La Porte by the Bay Half Marathon and registration for the Toughest 10K Kemah - and the Series' other two races - will open on Monday, January 18, 2016.

For the first time in the race's nine-year history, the Toughest 10K Kemah will move to Sunday in an effort to reduce the business and community impacts in and around the Kemah Boardwalk.

Even with the change in the day of the week, the popularity of the race and the Texas Bridge Series is likely to produce a sellout of the race's available 2,000 entries.

A 501(c)(3) not-for-profit event production company, Running Alliance Sport produces five races annually -- four of which have served as an RRCA Texas State championship race -- that brought 7,255 runners across a finish line in 2015 and has given over \$463,000 to local charities the last five years, including more than \$103,000 last year.

The Bridge Over Troubled Waters, Inc., the Pasadena, Texas-based 501(c)(3) whose mission is to offer support, provide safety and prevent domestic and sexual violence, is the race's -- and the entire Series' -- primary beneficiary.

For more information about Running Alliance Sport, the ninth annual Toughest 10K Kemah or the sixth annual Texas Bridge Series, please visit [www.runningalliancesport.org](http://www.runningalliancesport.org).

### **About Running Alliance Sport**

Based out of the greater Bay Area Houston area, Running Alliance Sport (RAS) is a not-for-profit event production company that has a passion for producing quality running events which in turn support local communities and its charities. RAS successfully works with city governments in Seabrook, Kemah, La Porte, Baytown, Galveston and Tiki Island to produce five races annually from March to November that engages nearly 500 volunteers, sends over 5,550 runners and walkers across finish lines and donated over \$100,000 to local charities in 2013. For more information, please visit [www.runningalliancesport.org](http://www.runningalliancesport.org).

### **About Road Runners Club of America**

Founded in 1958, the Road Runners Club of America (RRCA) is the oldest and largest national association of running clubs, running events, and runners dedicated to promoting running as a competitive sport and as healthy exercise. The mission of the RRCA is to promote the sport of running through the development and growth of running clubs and running events throughout the country. The RRCA supports the common interests of runners of all abilities during all stages of life by providing education and leadership opportunities along with programs and services that benefit all runners. For more information, please visit [www.rrca.org](http://www.rrca.org).