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CITY OF PALMDALE

NEWS RELEASE

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Color Vibe 5K Coming to Palmdale January 24

PALMDALE – The City of Palmdale’s recreation and culture department is pleased to announce that The Color Vibe, a “vibrantly colorful” 5k fun run company, will host a Color Vibe 5k full of VIBRANT color, epic beats, and a lot of fun on Saturday, Jan. 24, 2015 at the Palmdale Amphitheater, 2723 Rancho Vista Blvd. in Palmdale

“The Color Vibe is a unique 5k fun run series that is gaining popularity throughout the world,” said Palmdale Communications Manager John Mlynar. “Throughout the course, participants run, walk, or dance their way through color stations, where vibrant colors tie-dye white outfits and costumes.”

“You’ll get color blasted with blue, yellow, pink, purple, and green as you run or walk through the Color Vibe zones, and you’ll feel like you’re floating in a cloud of double rainbow happiness while you’re doing it!” said Palmdale’s Communications Manager John Mlynar.

Registration is available at www.cityofpalmdale.org/TheAmp.

The fee for individual runners before Nov. 14 are \$40 or \$35 per runner in a team of six or more. After Nov. 14, the cost is \$45 per runner/\$40 team. Registration after Dec. 31 is \$50 per runner/\$45 team. Day of event registration, if not sold out, is \$55 per runner/\$50 team. Included with the registration fee are entry into the 5K Color Vibe Run, official Color Vibe t-shirt, Color Vibe color pack, and a Color Vibe Prize. Children

ages 1 to 12 get a free registration with a paid adult, plus a processing fee of \$4.25. Up to two children may be registered for each paid adult.

“When it’s over, everyone is invited to stick around for a large colorful dance party hosted by a professional sound crew and DJ,” added Mlynar. “As their website states, “You are the canvas, and when you’re finished with this 5k run you’ll be an exciting and vivid masterpiece.”

To make this event unique, the Color Vibe uses a cornstarch-based colored powder to tie-dye participants. The colored powder is made in the USA and made from food grade quality cornstarch using an advanced manufacturing process that’s been custom developed for the Color Vibe Race Series. It’s non-toxic, 100% safe, and biodegradable. It also washes out easily from skin and hair.

The Color Vibe encourages runners and walkers of all ages and skill levels to participate. According to Daniel Pete, Color Vibe Race Director, “The Color Vibe 5k is full of inspirational stories of runners and non-runners alike coming together to share a life experience, accomplish fitness goals, and become rainbow junkies. We do not time our 5k fun runs so every participant can take their time getting colored.”

A portion of the proceeds will be donated to West Coast Classical, “we are excited to be able to work with such great organizations. They are working hard to fulfill their dreams and those will leave lasting memories,” Pete says.

West Coast Classical is a community platform designed to foster the advancement of musicians from all backgrounds through pre-professional & professional orchestral achievements, ensemble experiences, and educational programs. The mission of West Coast Classical is “to inspire a passion for the musical arts and foster the advancement of musicians from all backgrounds who seek to achieve excellence through pre-professional & professional orchestral achievements, ensemble experiences, and educational programs.”

For more information on the Color Vibe event, registration and wellness programs, go to the www.thecolorvibe.com, or call or email Lindsay Judd at (435) 554-0134 or lindsay@thecolorvibe.com.

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