

FOR IMMEDIATE RELEASE

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Event:

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Location announced for Hams and Hamstrings 5K, slated for Easter morning in Colorado Springs

"Colorado's Easter Day 5K" to start and finish at Woodmen Heights 7-Eleven Location

Colorado Springs, Colo., February 18, 2014 -- Bigwig Races, a Colorado Springs-based promoter of 5K and 10K races, announced today that the Hams and Hamstrings 5K race planned for April 20 will start and finish at the 7-Eleven® at 7718 E. Woodmen Road in Colorado Springs.

7-Eleven East Woodmen is located north of Woodmen Road, just west of Marksheffel Road. The store opened in December 2012.

"This is a great event to bring to 7-Eleven and for the community," said Carol Spoden, franchise owner of the 7-Eleven store. "We're happy to be a part of the race and the community and we look forward to greeting hundreds of new faces at our store."

The race course starts in front of the 7-Eleven store and goes south on the trail until looping back at the Stetson Hills Open Space to return to the store. The course is mostly on a groomed gravel trail and will be certified by USA Track & Field. "The trail is perfect for running and the

area is quiet and peaceful,” said Curtis Claar, Bigwig Races co-founder and race event director of the event. “I’m not sure a lot of people have discovered this trail. But we have.”

The Hams and Hamstrings 5K, billed as “Colorado’s Easter Day 5K,” is open to serious runners, walkers, teens and families. Costume prize winners and first, second and third place finishers will take home an Easter ham as their prize.

The event drew more than 400 runners in 2012, its first year but was not held in 2013. “We learned a lot our first year and are confident our 2014 event will be smoother and a lot of fun,” Claar said. “Our new course is a little more traditional than the old course, so it should have a broader appeal.”

Complete race information and registration for the race is available at hamsandhamstrings.com

About Bigwig Races

Bigwig Races LLC was formed to create valuable sponsorship and promotional opportunities for businesses of all sizes by professionally producing 5K and 10K races. The Bigwig Races model ensures that every race is effective, both as a promotional vehicle and as a competitive sporting event to support community fitness. We leverage years of experience in advertising, publishing, process improvement, accounting, sales, event planning, and project management. Our principals also enjoy running in local and regional races and have participated in hundreds of races, some as sponsored athletes. Complete information about Bigwig Races is available by calling (719) 362-3306 or by visiting bigwigraces.com

About 7-Eleven East Woodmen Store #35600 (7-Eleven franchise)

Michael and Carol Spoden recently franchised two 7-Eleven locations in the Colorado Springs area. As a proud Colorado native and small independent business owner, Carol brings with her 25 years of retail experience. Two of her sisters, Colleen Davenport and Natasha Beadle, also work the businesses with her. Colleen has 25 years’ experience with 7- Eleven corporate stores before joining Carol in this new adventure. Natasha is newer to the retail business, having a year of retail experience and relocating from Alaska to help run the new businesses. Carol, Colleen, Natasha and their store team members look forward to welcoming new guests at both of Mike and Carol’s 7-Eleven stores: 7718 E. Woodmen Road and 5280 Astrozon Blvd. For more information about 7-Eleven East Woodmen, call (719) 495-5703 or visit hurry.to/7eleven

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven operates franchises or licenses some 10,300 7-Eleven® stores in North America. Globally, there are more than 52,000 7-Eleven stores in 16 countries. During 2012, 7-Eleven stores generated total worldwide sales close to \$84.8 billion. 7-Eleven has been honored by a number of companies and organizations recently. Accolades include: #2 on Franchise Times Top 200 Franchise Companies for 2013; #3 spot on Entrepreneur magazine's Franchise 500 list for 2012, and #3 in Forbes magazine's Top 20 Franchises to Start. 7-Eleven is No. 3 on Fast Company magazine's 2013 list of the "World's Top 10 Most Innovative Companies in Retail" and among the Top Veteran-Friendly Companies for 2013 by U.S. Veterans Magazine and on GI Jobs magazine's Top 100 Military Friendly Employers for 2014. Hispanic Magazine named 7-Eleven among its Hispanic Corporate Top 100 Companies that provide the most opportunities to Hispanics. 7-Eleven is franchising its stores in the U.S. and expanding through organic growth, acquisitions and its Business Conversion Program. Find out more details online at 7-Eleven.com

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