



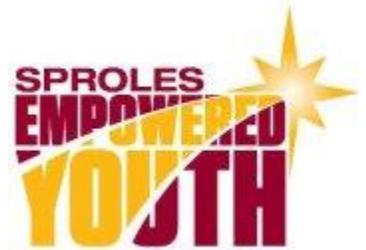
SATURDAY, JULY 6, 2013 - OVERLAND PARK, KS - www.SPROLES5K.com

News Release

For immediate release

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DARREN SPROLES 5K ANNOUNCED INAUGURAL 5K TO SUPPORT SPROLES EMPOWERED YOUTH FOUNDATION

KANSAS CITY (March 5, 2013) – Integrated Sports Marketing is proud to announce New Orleans Saints running back Darren Sproles will host the second annual “Darren Sproles 5k” benefitting Sproles Empowered Youth on Saturday, July 6.

The event will take place at Southcreek Office Park in Overland Park, Kansas. Proceeds will go toward the Sproles Empowered Youth Foundation, a nonprofit charity supporting under-served youth in the Kansas City area started by Sproles and his wife Michel in 2011.

“I’m excited to be hosting this event for the second year,” said Sproles. “This is a great opportunity to spend time with family while raising money toward a good cause.”

The Darren Sproles 5k is a prime opportunity for runners, walkers and their family and friends to give back to the community. The 5k run will begin at 7:30 a.m. and the walk will begin at 7:35 a.m., where participants will then enjoy a walk around the park. Following the race, awards will be presented to the top three overall finishers as well as the top men and women in each age division.

Free activities will also take place after the 5k that can be enjoyed by people of all ages. These will include a fun zone, an autograph booth with local celebrities, music, a complimentary food court, and much more.

All paid attendees will be given a commemorative Darren Sproles T-shirt. The first 1,500 paid entrants will also receive a free hand-signed Darren Sproles football card.

Sproles spent the majority of his childhood in the Kansas City area, growing up in Olathe, Kansas. He played football at Olathe North High School and Kansas State University prior to joining the NFL.

Sproles had a record season with New Orleans Saints in 2011, setting a new NFL single-season all-purpose yards record with 2,696 yards.

Registration is now available at: www.DarrenSproles5k.com.



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About Sproles Empowered Youth:

Sproles Empowered Youth was founded with a mission to empower teen boys and girls with essential life-skills that will encourage them to become responsible and successful adults. Centered around Darren and Michel's passion for sports and teamwork, SEY helps teens learn skills such as handling finances, business education, health and sex education, self-image, fitness and sportsmanship. Through this charity, the Sproles' goal is to help inspire these future leaders to face life challenges with hope and dignity. For more information on Sproles Empowered Youth, visit their website at www.sprolesempoweredyouth.org.

About Integrated Sports Marketing

Integrated Sports Marketing (ISM) was established in 1999 and founded the Celebrity Championship (formerly titled Drew Brees Celebrity Championship and Celebrity Classic hosted by Stan Humphries). The firm also created and produced the Philip Rivers 5k, the Stephen Strasburg 5k with Tony Gwynn and Darren Sproles 5k. ISM has become one of the premiere sports marketing companies in San Diego, specializing in event management, operations and marketing. For more information regarding Integrated Sports Marketing, visit the company's website at <http://www.ismsports.net>.

Inaugural Darren Sproles 5k: Race Fact Sheet

WHAT: The inaugural Darren Sproles 5k will bring together celebrities and the Kansas City community to walk/run through the park to raise money for the Sproles Empowered Youth organization.

WHEN: Saturday, July 6, 2013
Registration: 7:00am
Start time: Runners 7:30 a.m., Walkers 7:35 a.m.

WHERE: Southcreek Office Park
7200 West 132nd Street
Overland Park, KS 66213

REGISTRATION: Register online
Adults:

- \$30: before 4/1/2013
- \$35: between 4/1/2013 – 6/14/2013
- \$40: after 6/14/2013 (including race day)

Military Active Duty:

- \$25: before 4/1/2013
- \$30: between 4/1/2013 – 6/14/2013
- \$35: after 6/14/2013 (including race day)

Children 4-12 years:

- \$15: before 4/1/2013
- \$20: on or after 4/1/2013 – 6/14/2013 (including race day)



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Awards will be given to the top three overall finishers and the top three men and women runners in each age group.

For more information or to register go to www.Sproles5k.com

Paid Entry includes:

- Opportunity to walk/run through the park
- FREE hand-signed Darren Sproles Football Card to the first 1,500 paid entrants
- Commemorative Darren Sproles 5k t-shirt

After the 5k Walk & Fun Run we have lots of activities *FOR ALL AGES* including:

- Music
- Complimentary Food Court – walk/race sponsors will be providing an array of food samples for you to enjoy
- Kids Fun Zone – featuring bounce houses, games and contests
- Free Autograph booth
- Awards Ceremony- Commemorative medals will be awarded to first, second and third place.

BENEFICIARY:

New Orleans Saints running back Darren Sproles and his wife Michel have a passion for youth and athletics, and have created Sproles Empowered Youth, a non-profit organization to benefit under-served youth. SEY's mission is to empower teen boys and girls with essential life-skills that will encourage them to become responsible and successful adults. Michel and Darren's goal is to inspire these future leaders to face life's challenges with hope and dignity. Centered around the Sproles' passion for teamwork and sports, teens will learn useful skills such as handling finances, business education, health and sex education, self-image, fitness, sportsmanship, and of course, the guys will learn from Darren Sproles about the fundamentals of football. For more information on Sproles Empowered Youth, visit their website at www.sprolesempoweredyouth.org.

RACE

CONTACT:

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Phone: (858) 836-0133
Race website: www.Sproles5k.com
Facebook: [Facebook.com/SprolesEmpoweredYouth](https://www.facebook.com/SprolesEmpoweredYouth)