



It's RACE time in Columbia!

November 7, 2009, is the date for 37th Annual Governors Cup road race. The scenic course begins in downtown Columbia and ends in the historic Horseshoe of the University of South Carolina. Along the way, participants will enjoy the beauty of Five Points and Shandon. The course is best described as "rolling terrain," however, Columbia is known for its many hills, and the last section of the course will not disappoint runners who enjoy an uphill trek.

This year's race will feature a friendly neighborhood competition for the title of **Columbia's Favorite Neighborhood!** We want to show off the fine folks and beautiful neighborhoods of Columbia. We are all proud to live here and let's show it!

www.governorscupsc.org

How do I get my neighborhood involved?

- Call Brie Coffey at Eggplant Events 803.404.4142 or email brie@eggplantevents.com

How can my neighborhood help?

- Make your neighborhood "memorable" for the runners experience
- Showcase your neighborhood for our guests – both runners and spectators!
- Runners appreciate route spectator's applause and encouragement
- Come out, cheer, make noise, and be Supportive
- Host a get-together for family and Friends...put a sign in your yard welcoming our runners and spectators
- Show off your beautiful, friendly neighborhood

Things you can do to make this race and your neighborhood participation successful:

- Park cars in a driveway or off-route side street Friday night.
- Do NOT put out brush for city pickup once the city has "made us pretty" for the race
- Restrain your pets – use a leash or put them in a fenced yard or inside your house
- Show off your home – gather a crowd, decorate your home/yard, cheer
- Invite neighborhood residents who don't live on the race route over. The more people on the route, the better!

Need ideas for cheering on participants?

- Make some noise. Even if you're out there looking for a particular person, cheer for everyone! Whistle, clap, yell. Yelling "go number 385" or whatever the number is great!
- Bring some noise. Don't want to clap your hands for hours? Try bringing a noisemaker. Anything will do. My personal favorite is the cow bell, a staple in the crowds of many big-time runs! We've also seen drums, kazoos and whistles. Even portable radios are great!
- Have the kids make a sign – or make one yourself!
- Have fun! High-fives and smiling faces are often as helpful as words, bells or whistles.
- We can honestly say it MAKES A DIFFERENCE. Support from strangers is inspiring. It makes them think, "How can I not do this - I've got these wonderful people on my side."

What will my Neighborhood get for participating?

- Participating Neighborhoods will be recognized on the website and press releases.
- All runners will vote at the end of the race for the winner of Columbia's favorite neighborhood!
- The Winner will receive a gift certificate from a Home Improvement store and bragging rights of Columbia's Favorite Neighborhood!