

## The Color Run is Almost Here - Oct. 19 at the Ventura County Fairgrounds

Written by Australian Business

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VENTURA, CA, October 02, 2013 **/24-7PressRelease/** -- The Color Run , the single largest event series in the nation, will debut in Ventura on October 19, 2013. The event will be held at the Ventura County Fairgrounds and will begin at 9 a.m. Registration for the event is open for individuals and teams. Visit <http://www.thecolorrun.com/ventura/> to register. Participation in, and buzz for, The Color Run has exploded since its debut last year with more than one million "likes" on Facebook and more than six million views on YouTube. The Color Run has recently been featured on ESPN, Runner's World, Sports Illustrated and Wall Street Journal, to name a few.

With no winners or official times, The Color Run celebrates healthiness, happiness, and individuality, bringing the community together to create a five-kilometer canvas of colorful fun in which thousands of participants are doused from head to toe in different colors at each kilometer.

"We call The Color Run the 'happiest 5K on the planet' because our events bring together friends and family in a unique, healthy, and fun environment," said Travis Snyder, founder of The Color Run. "Our only rules are that people wear white and prepare to be covered in color at the finish!"

The Color Run visited more than 50 cities last year with 600,000+ participants, a feat following its first event in January of 2012. Organizers plan to make 2013 a stellar year, launching more than 100 events with an estimated one million participants.

"Color Runners," as they are called, vary in demographics and reasons for running. With no winners or official times, The Color Run caters to anyone - first time runners to professional athletes. Over 60 percent of Color Runners are first-time 5k runners and participate as a celebration and capstone of their healthy living accomplishments.

Pacing The Color Run event is the 2013 Chevrolet Spark, the Official Ride of The Color Run and Chevrolet's first mini car for the U.S. and Canadian markets. The specially designed Chevrolet Spark features a multicolor paint scheme over a white base that replicates the look of a color-saturated runner at the finish line. The theme continues inside with splashes of bright color throughout an already color coordinated interior.