



FOR IMMEDIATE RELEASE

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Fight Pancreatic Cancer at the 8th Annual Kick It 5K Benefiting the Kosten Foundation at Shelby Farms Park on April 8, 2018

Register for the Kick It 5K Before March 13 to be Entered into a Drawing to Win a Fitbit

Memphis, Tenn., February 5, 2018 – The 8th Annual Kick It 5K will take place Sunday, April 8 at Shelby Farms Park at 1 p.m. The all-ages event includes a 5K run, 1-mile fun walk, opportunities for spirit runners, an inspirational survivor ceremony, entertainment, and food vendors. Registration is open at <https://kickit5k.racesonline.com/>. Individuals who register on or before March 13 will be entered into a drawing to win a Fitbit!

“We are excited to announce the 8th annual Kick It 5K. This event has grown to be our biggest annual fundraising opportunity,” said Alan Kosten, Chairman of the Herb Kosten Pancreatic Cancer Charitable Fund. “Last year we had over 2,500 people attend, helping us to raise a record-setting \$150,000. It is a fun time for everyone, with the actual run, the fun walk, Corky’s BBQ, live music and fun photo booth. People of all ages will have a great time while helping to raise awareness and fund pancreatic cancer research at our own University of Tennessee Health Science Center.”

The Kick It 5K is the largest annual fundraiser for the Memphis-based Kosten Foundation for Pancreatic Cancer Support, who has raised over \$1,500,000 for pancreatic cancer research over the years.

Runners participating in the 5K and one-mile walkers may take advantage of an early bird discount of a \$25 donation to register and participate through March 21. Registration donations increase to \$30 from March 22 through April 7, and \$35 on race day. Spirit runner registration donations are \$15 through March 21, \$20 from March 22 through April 7, and \$25 on race day. Survivors run/walk free.

Online registration is available now through April 6 at midnight at this link <https://kickit5k.racesonline.com/>. Mail-in registration closes March 31 at midnight.

Race Day Itinerary:

12:30 p.m. Race Shirt Pick Up, Bib Number pick up and Registration Begins

1:00 p.m. EVENT BEGINS

1:00 p.m. Pre-Race Live Entertainment Begins/Team Pictures

1:30 p.m. Survivor Ceremony and Photo

1:45 p.m. Registration Ends/Runners make their way to starting line

1:55 p.m. Last minute race instructions and recognition of race sponsors

2:00 p.m. 5K Race Begins

2:10 p.m. 1-Mile Family Fun Walk Begins

2:15 p.m. Post-Race Entertainment by Kory Myers & Friends
2:30 p.m. Post-Race Party Begins with Corky's BBQ
3:20 p.m. Thank you message from Kosten Foundation
3:30 p.m. Awards Ceremony

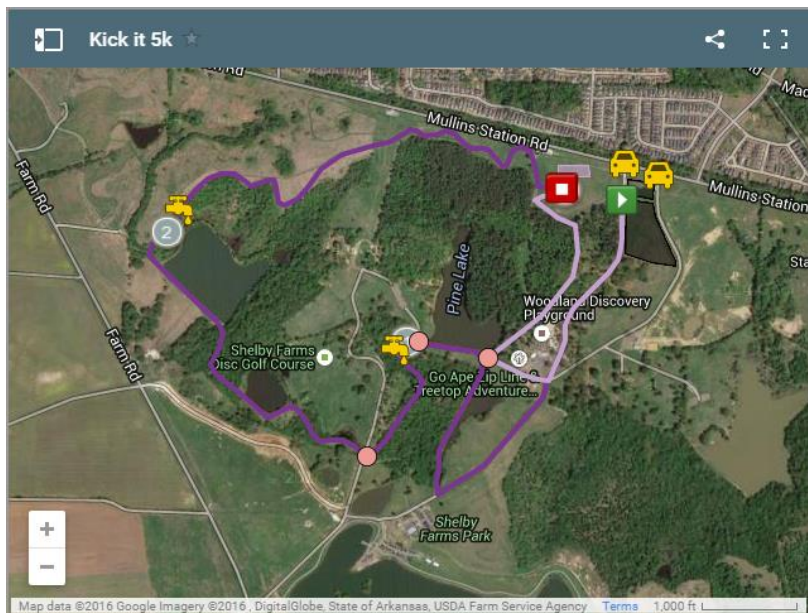
Awards will be given in the following categories:

- Grandmasters – top one male and top one female in the 50-years old and older categories
- Masters – top one male and top one female in the 40- to 49-year old category
- Overall – the top three male and top three female participants in each age division.

Age divisions are: 9 and under, 10-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65+

Click to view the race map online - <https://kickit5k.racesonline.com/course-maps>

Race headquarters will be located on Mullins Station Road. Race organizers ask participants to enter from Mullins Station Road at Gate 10.



Donations are always accepted and can be submitted online via this link:

<https://kickit5k.racesonline.com/donate-fundraise>

Kick It 5K 2017 Photos: <http://bit.ly/2CZ3v60>

Kick It 5K 2017 Results: <http://bit.ly/2CX5GXe>

To register and learn more visit:

<https://kickit5k.racesonline.com/>

The Kosten Foundation can be found online at:

<http://www.kostenfoundation.com>

<http://www.facebook.com/kosten-foundation>

<http://www.twitter.com/kostenfdn>

About the Kosten Foundation:

The Kosten Foundation for Pancreatic Cancer Research was founded in 2003 by the family of Herb Kosten after his death due to pancreatic cancer. Kosten's family sought to improve community support, awareness, and funding for pancreatic cancer, one of the deadliest known cancers. The organization has raised over

\$1,500,000 for pancreatic cancer research and hosts a very active monthly support group meeting for patients, their families, and anyone interested in learning more about pancreatic cancer. In 2004, in honor of Kosten's love of tennis, the Memphis-based organization began hosting annual tennis tournaments to raise money to fight pancreatic cancer, and in 2011 the group held its first Kick It 5K run/walk. The annual signature event has grown to include more than 2,500 participants. Money raised from the Kick It 5K and other Kosten Foundation events helps fund pancreatic cancer research and support fellowship training for future pancreatic cancer surgeons at the University of Tennessee Health Science Center. In addition, the Foundation presents a yearly symposium headlined by nationally recognized leaders in the field of pancreatic cancer. For more information about the Kosten Foundation, its programs, and events, visit the website at kostenfoundation.com.

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