



For immediate release: Nov. 30, 2011 Contact: Deb Weinreich, Eident Sports, 401-228-0178

Sunshine State Races Debuts in West Palm Beach in February

*New running event features a half marathon and 5k
SPECIAL DISCOUNT UNTIL DECEMBER 15TH!*

Providence, RI - A new running event will debut this winter in West Palm Beach, FL. The inaugural Sunshine State Races will be held on Saturday, February 25, 2012 in scenic West Palm Beach and is sponsored in part by WRMF radio 97.9 FM. The event will feature a half marathon and a 5k. The announcement was made today by Eident Sports Marketing and Forte Interactive.

“With his scenic water views and pristine neighborhoods, West Palm Beach is a beautiful venue to host the Sunshine State Races,” said John Mathews, president, Eident Sports Marketing. “By incorporating both a half marathon and a 5k, the Sunshine State Races offers something for runners of all levels.”

The Sunshine State Races half marathon and 5k will both start and finish at the Meyer Ampitheatre in West Palm Beach. The half marathon course will run on Flagler Drive past Palm Beach Atlantic University, El Cid and other waterfront neighborhoods. The course continues through SoSo and turns around just north of the Spillway. Runners continue on Flagler Drive past the Green Market before heading back to finish at the Meyer Ampitheatre.

By participating in the Sunshine State Races, runners will also be making strides for those less fortunate. Over 1,700 children in the Palm Beach County School District are homeless and over 50 percent of children are receiving free or reduced price lunches, with that number increasing to over 95 percent in the Glades area. Thus, a portion of the proceeds from the Sunshine State

Races will benefit various nonprofit organizations whose mission is to end hunger in Palm Beach County.

“We are excited to be part of the Sunshine State Races because it combines three of our company’s loves – running, online technology and helping nonprofits.” said Robert Anderson, VP and Co-Founder of Forte interactive, Inc.

To register or for additional information, visit www.sunshinestateraces.com

INTERESTED IN PARTICIPATING?

RECEIVE THIS DISCOUNT UNTIL DECEMBER 15TH:

HALF MARATHON – 20% Off (CODE: SSR100)

5K – 10% Off (CODE: SSR50)

DON'T FORGET THAT REGISTRATION FEES GO UP ON DECEMBER 1ST!!!!

About Eident Sports Marketing

Eident Sports is a full-service event management and sports marketing company based in Providence, RI. Eident has several properties in the region, ranging from turn-key sporting events to sponsorship sales alliances with key partners. For more information on Eident’s events and offerings, please visit eidentsports.com

About Forte Interactive, Inc.

Forte Interactive, Inc., a proven leader in nonprofit web development and technology consulting, empowers organizations to implement innovative and cost-effective online website solutions through its web-based software technologies. Forte’s wide range of nonprofit web solutions includes: website design, online fundraising, custom software development, easy-to-use web content management, and charity race registration. Forte has been amplifying the impact of the nonprofit community through technology since 1999. For more information, please visit www.forteinteractive.com or call (866)-55-FORTE.