



FOR IMMEDIATE RELEASE

The Color Run Sparks Homecoming Spirit *Penn State Homecoming hosts 3rd annual Color Run*

UNIVERSITY PARK, Pa. (Sept. 14, 2015) — As one of the first Homecoming festivities for the 2015 school year, The Color Run brought fun and excitement to the Penn State community.

Thousands of participants gathered this morning in preparation for the “happiest 5k on the planet.” This year’s Shine Tour not only coated participants head to toe in color, but also showered them with glitter at the end of the course.

Participants were able to run through four different color stations throughout the 5K. Volunteers of the Color Run were able to throw color at the thousands of participants as they ran or walked by.

This is the third time The Color Run has come to Penn State.

Pride Events Director, Kaila Williams, said, “It’s an unique event for Homecoming to do because we partner with another organization outside of Penn State, but can still have all of the aspects of Homecoming’s mission in the event.”

Williams said the event was fun, energetic, and an all around great way to kick off the school year.

“I hope that The Color Run will give everyone a taste of the fun events that Homecoming will be holding in October and will make them want to come back to our events again,” Williams said.

The Color Run was founded in March of 2011 as an event to promote healthiness and happiness. The race, which has occurred more than 170 times and in over 30 countries, splashes participants with color throughout their run. The goal of the Color Run is to produce smiles while running and exercising, all in hopes of being the “happiest 5k on the planet.”

About Us

Penn State Homecoming is a student-run organization with aims to celebrate tradition and instill pride in all members of the Penn State family through active engagement of students, alumni, faculty and staff across the community. Our organization is comprised of many student volunteers who donate their time to creating a multitude of events that make the Homecoming celebration a yearlong event.

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