



FOR IMMEDIATE RELEASE

The Color Run Penn State To Return: Registration begins August 1, 2014

The Homecoming Executive Committee announces The Color Run Penn State will return to University Park on Sept. 14, 2014. The registration date for the event is now available.

State College, Pa. (July 30, 2014) — The Penn State Homecoming Executive Committee has officially announced The Color Run Penn State will be returning to State College for a second year. The announcement, made July 30 via Penn State Homecoming social media, included event registration information.

Registration for the event will open to the public on August 1, 2014.

The Color Run Kaleidoscope Tour will come to Penn State on Sunday, Sept. 14, and is set to begin at 9 am.

“We wanted to bring the Color Run back this year because we think that it is unique event that many students are able to participate in,” said Sam Krug, Pride Events Director. “The Color Run is a nice way of bringing a larger event to campus so that members of the Penn State community can all participate in it together.”

Penn State Homecoming— in conjunction with The Color Run— hopes to bring new and exciting aspects to the event. The Kaleidoscope Tour will add new participant gear, music, and race attractions to the event.

“We have been working hard for the past few months to make sure that we are organized and able to accommodate everyone that wants to participate,” said Krug.

Last year, The Color Run had its first event at Penn State and the response was extremely positive. The 2013 event sold out; bringing in over 10,000 participants.

“We received a lot of praise and I am glad that we are able to present this opportunity to people that may not have been able to participate in it last year,” added Krug.

Nicknamed the "Happiest 5k on the Planet," 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 runners with color throughout their run.

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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