



For Immediate Release

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Big River Running Company to broadcast live State Cross Country Preview

The broadcast/live show is set for November 2, 2010

Big River is teaming up with Prepcasts for the live internet broadcast

St. Louis (MO) – October 26, 2010 – Big River Running Company, a consistent leader in the promotion of high school cross country and track and field in the State of Missouri, will be hosting its second annual State Cross Country Meet preview show on Tuesday November 2. The internet broadcast will be an hour long show live from Amigo's Restaurant in Kirkwood and will feature a recap of the 2010 Missouri cross country season, previews for all State Meet races, interviews with top area coaches and much more.

Big River is once again teaming up with Prepcasts, the high school play-by-play network, to present the show for free to all Missouri high school cross country fans live on Tuesday evening. Prepcasts will then archive the show for anyone who may miss the live broadcast. Last year's show had more than 1,000 listeners. Momilesplit.com and Saint Louis Injury and Rehab have signed on as sponsors for this year's show and Nike will be giving away a free pair of shoes to the listener who sends in the best email or text during the broadcast.

"We had such a blast doing last year's show and we were overwhelmed by how many people listened," said Ben Rosario, co-owner of Big River Running Company. "As is usually the case with us we're determined to do an even better job this year and make this show as professional, as informative and as fun as possible."

Big River plans on the show being very interactive with the hosts taking emails from listeners around the State. Athletes, coaches and fans in the Saint Louis area who would like to watch the show in person may do so as well. The broadcast will begin at 7:00pm at Amigo's located at 120 West Jefferson Ave in downtown Kirkwood. For more information check out www.bigriverrunning.com.

Big River Running Company is owned and operated by local Saint Louisans Matt Helbig and Ben Rosario. Big River, which opened its doors in 2006, strives to be more than just a place to buy running shoes. With weekly group runs and a website full of training guides, great places to run and more the store's goal is to be the center of a true running and walking community.

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