



For Immediate Release

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Big River Running Company to broadcast live Forest Park Cross Country Festival Preview Show

The broadcast/live show is set for September 8, 2010

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

St. Louis (MO) – September 7, 2010 – Big River Running Company, already a leader in the promotion of high school cross country and track and field in the State of Missouri, will be hosting a live internet broadcast on Wednesday September 8. The broadcast will be an hour long show live from the Big River Running Company West County Store and will feature a preview of the 2010 Forest Park Cross Country Festival as well as predictions for the 2010 Missouri High School Cross Country Season and much more.

Big River is once again teaming up with Prepcasts, the high school play-by-play network, to present this unique broadcast. This will be their second cross-country themed show, following last fall's successful State Meet preview show which garnered 1,000 listeners from across the State. Prepcasts will then archive the show for anyone who may miss it on Wednesday evening. Momilesplit.com, a subsidiary of one of the nation's largest websites for high school running, is one of the show's sponsors and will be using its massive network to promote the broadcast which is expected to garner as many as 1,000 listeners.

"Matt and I had an absolute blast doing the show last fall so it was a no-brainer when Prepcasts approached about doing it again for the Festival," said Ben Rosario, co-owner of Big River Running Company. "This meet is very special to us as it was the very first event we put on after our store opened in 2006. The fact that it's grown to be as big as it has makes us very proud."

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 the Big River West County store located at 14059 Manchester Rd. 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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