

For Immediate Release.

Contact: Ben Rosario, 314-832-2400,

ben@bigriverrunning.com

US Olympian Brian Sell to appear at Forest Park Cross Country Festival

The meet is set for September 12, 2009

Fourth Annual Event includes an Open Race for the public

ST. LOUIS (MO) – August 18, 2009 – The Forest Park Cross Country Festival, sponsored by Big River Running Company and hosted by Saint Louis University High School, is one of the largest and most competitive high school cross country meets in the entire Midwest. The meet features 13 races and attracts more than 2,000 athletes from more than 70 teams. This year's Festival will include teams from Missouri, Illinois, Kentucky, Tennessee and Wisconsin. In addition to the high school and middle school portion of the event there will be a four kilometer open race for the public to kick off the festivities. Brooks, a major sponsor of the event, will be sending the company's most popular athlete, US Olympic Marathoner Brian Sell, to the Festival to sign autographs and meet the participants.

"We are thrilled to have Brian Sell at this year's meet," said Jim Linhares, head cross country coach at St. Louis University High. "His story is one of hard work and dedication and those are the ideals that truly embody our great sport," Linhares said.

Sell, a member of the Hansons Brooks Distance Project in Rochester Hills, MI, has a long list of accomplishments that include a fourth place finish at the 2006 BAA Boston Marathon, four National Road Race Championships and a 2:10:47 personal best in the marathon. His third place finish at the 2007 US Olympic Trials Men's

Marathon earned him a place on the starting line at last summer's Beijing Olympics where he finished 22nd.

The Forest Park Cross Country Festival will begin at 7:30 am at Central Fields in Forest Park. The Open Race is the first event and it will be followed by ten high school races including the Green Division Varsity races which will feature some of the nation's top teams and individuals. The meet concludes with two middle school races followed by an awards ceremony at 2:00 pm. For additional event information go to <http://www.bigriverrunning.com/fpxc>.

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.

###