



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 3, 2009**

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

St. Louis (MO) – October 26, 2009 – 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 its first ever live internet broadcast on Tuesday November 3. The broadcast will be an hour long show live from the Big River Running Company West County Store and will feature a recap of the 2009 Missouri cross country season, previews for all State Meet races, interviews with top area coaches and much more.

Big River is 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 it on Tuesday 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.

"The show is going to be a must-listen for any athlete or coach who is going to be running at State," said Matt Helbig, co-owner of Big River Running Company. "We are going to make sure we cover absolutely everything you could possibly need to know about the State Meet including some inside info on the top teams and runners...plus the coaches we are going to have come on are among the best the State has ever seen."

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 7:30pm at the Big River West County store located at 14059 Manchester Rd. For more information check out [www.bigriverrunning.com](http://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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