



**Contact:** Kelly Leon  
Vice President for Communications, 3CDC  
[kleon@3cdc.org](mailto:kleon@3cdc.org)  
513-621-4400 x113  
513-235-3836 (c)

Suzanne Schindler  
Fountain Square Events Manger  
[sschindler@3cdc.org](mailto:sschindler@3cdc.org)  
513-621-4400 x124

# NEWS RELEASE

## COMPETE IN CINCINNATI'S CRAZIEST RACE EVER

*From the group that brought us Broomball,  
Cinciditarod is coming to Fountain Square*

Registration begins Monday January 21 for the first ever Cinciditarod, produced by Fountain Square Management Group.

Cinciditarod is named for, and a tribute to, the Iditarod, a brutal 1,000 mile dog-sled race in Alaska. So how does Cinciditarod work? Well instead of dogs, it's people, and instead of sleds, it's decorated shopping carts, and instead of Alaska, it's Cincinnati!

The race begins and ends on Fountain Square. While physically attached to their grocery carts, teams of five people will push through the nearly five-mile course over the streets of downtown, Over-the-Rhine, Newport and Covington, picking up items on a grocery list and stopping at three mandatory check points. The grocery items will benefit Cincinnati's FreestoreFoodbank and a challenge awaits team members at each checkpoint. Challenges include performing for judges and consuming food and drink.

Course documents and grocery lists will not be revealed until the day of the race, which is **Saturday March 1**, the same day of the Iditarod in Alaska. The Cinciditarod begins at 12:30 p.m. and must be completed by 3 p.m.

The first team to cross the finish line first and successfully complete all the requirements of the route will be declared winner of the Cinciditarod and win a cash prize.

**Registration runs from Jan. 21 to Feb. 21.** Beginning Jan. 21, please visit [www.myfountainsquare.com/cinciditarod](http://www.myfountainsquare.com/cinciditarod) to get a detailed look at the rules and download and complete the registration form. There is a \$25 registration fee. All teams and their supporters are invited to an after-party at a downtown establishment TBA after the race.

And by the way, participants are responsible for supplying their own shopping cart. You can legally borrow one and return it after the race or buy your own... we suggest a Google search!

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