
OUR FOCUS, PASSION &
COMMITMENT
IS TO **DELIVER AN**
AMAZING
EXPERIENCE FOR THE
50K+ PARTICIPANTS
100K SPECTATORS
3K+ VOLUNTEERS

BOLDERBOULDER



YEARS BOLD

Our Overview



ABOUT THE BOLDERBOULDER

The BolderBOULDER, named America's All-Time Best 10K by Runner's World, is the 3rd largest running race in the United States and the 7th largest in the world. The race attracts over 50,000 runners, joggers, walkers and wheelchair racers, and draws professional athletes from around the world to compete for one of the largest non-marathon prize purses in road racing. The 2018 race starts at 30th and Walnut and winds through Boulder neighborhoods with live music and entertainment at every corner. The race finishes at the University of Colorado's Folsom Field and attracts over 100,000 spectators throughout the course.

WHEN IS THE BOLDERBOULDER?

The 40th annual BolderBOULDER will be held on Memorial Day, May 28th, 2018.

WHAT IS THE BOLDERBOULDER?

The BolderBOULDER is a 10k road race through the streets of Boulder, Colorado. While the race itself has been held every Memorial Day weekend for the last 39 years, its impact lasts far beyond the three-day weekend.

The event also hosts one of the largest Memorial Day tributes in the nation for participants, spectators and the Front Range community. More than 100,000 people line the course and fill the University of Colorado's Folsom Field at the finish line to cheer on the racers and celebrate Memorial Day. The race is televised on KMGH live from 11am to 12:30pm on race day, and in a one-hour feature on ALTITUDE SPORTS™ that airs the following week.

What We Are All About



OH YES YOU CAN!

Our Mantra, “Oh Yes You Can!” is how we encourage people of all ages and abilities to participate, stay active, get healthy, go outside, and celebrate this amazing place we call home, Boulder, Colorado. We encourage everyone to take on the challenge of finishing a 10K despite the altitude of 5,391 ft.

The BoulderBOULDER has always been inclusive of the entire community. To help achieve this, we created the wave start which accommodates all types of participants, from professional runners to wheelchair racers to walkers so that every single person has the opportunity to achieve a personal best and have the time of their life. The BoulderBOULDER also always offers discounts to children, seniors, and active military members.

We are emboldened by the idea that millions of runners, joggers, walkers and spectators of all ages have gathered over the years to create a spectacle that defies description. Olympic medal winners and hopefuls, grandmothers and kids, running enthusiasts and one-race-a-year guests from all over the world come together at the foot of the Rocky Mountains to form one of the sport’s truly unique events, what we like to call the biggest and best Memorial Day Party on earth.

Fast Facts

1979

Founded

15,000

Gallons of Nuun/Water on the Course

5,391 feet

Highest Elevation on Course

55,000

Snack Bags for Finishers

\$10 Million

Direct Economic Impact in Boulder, CO

34.9

Average Participant Age

29

Official Bands/Entertainers on the Course

79%

Participants have College Degrees

80

Expo Vendors

\$109,456

Average Participant Household Income

RECORD HOLDERS

27:52*

Men's Running Course Record
Josephat Machuka, 1995

19:45*

Men's Wheelchair Course Record
Saul Mendoza, 2004

32:13*

Women's Running Course Record
Delillah Asiago, 1995

25:43*

Women's Wheelchair Course Record
Candace Cable, 1996

** Recognized by USATF as the Fastest 10K Road Race in the United States*

20 Things You Didn't Know About BolderBOULDER

1. In 2011, Runner's World Magazine named the BolderBOULDER America's All-Time Best 10K.
2. All 50 states and on average 15 countries are represented at the race each year.
3. The BB donates over \$100,000 annually to local non-profits and community groups who volunteer.
4. BolderBOULDER founder Steve Bosley served as a Regent at the University of Colorado for 12 years.
5. The retail store opens 10 minutes early and stays open 10 minutes past the posted closing time.
6. There are 60 people, we call them BolderBOULDER's BOLDEST, that have ran EVERY. SINGLE. RACE!
7. Each year the BB10K also hosts between 6-9 satellite races at military bases all over the world.
8. The race has more bands on the course than most Rock N Roll Marathon races (present day).
9. The BolderBOULDER has paid-out over \$4 million in professional prize purse money.
10. BolderBOULDER hosted the first ever professional racing team from Cuba at the 2017 race.
11. Our employee, Celeste McDowell, has worked for the race since 1979.
12. Miss Tutu at mile three is the longest running entertainment act on the course; 2018 is her 40th race!
13. The last American male to win the BolderBOULDER was Herb Lindsey in 1984.
14. BolderBOULDER is the 4th largest road race in the US; 7th largest in the world.
15. Both the men's and women's course record was set at the 1995 race.
16. The BolderBOULDER is a family owned business based in beautiful Boulder, Colorado.
17. The largest BolderBOULDER was in 2011 when 54,544 runners registered.
18. 1:17:43 is the average time in the citizen's race.
19. Boulder City Manager Frank Bruno called the BB one of the three pillars of the city of Boulder.
20. BB10K composts over 250,000 aid station cups and diverts 17.39 tons of waste from landfills.

BOLDERBOULDER

**IS ART &
PART PART
SCIENCE**

364 DAYS OF BRAINSTORMING

DREAMING

PLANNING & SWEAT

TO DELIVER THE

BIGGEST

MEMORIAL DAY PARTY ON EARTH

Our History



1979 **2,700 Registrants**

The inaugural event finished at North Boulder Park. We provided accurate timing, Medals for Age Group Champions, and Certificates for all finishers. Ric Rojas and Sandy Simmons won the first professional races.



1980 **5,280 Registrants**

The event more than doubled in size which required changing the finish to Boulder High School. Live entertainment and bands were added to the celebration.



1981 **9,000 Registrants**

The event grew so large that the finish changed to the University of Colorado's Folsom Field, where it remains the perfect venue to this day. We added Corporate and Family Teams. Race co-founder and Olympic Marathon Champion Frank Shorter won the race.



1983 **16,550 Registrants**

We established the "Wave Start" to let everyone run at their own pace. Participants put into groups from fastest runners to slowest joggers, with staggered start times for each group. We establish the Memorial Day Tribute.



1984 **17,400 Registrants**

The men's and women's Pro Race followed the Citizen's Race into the CU stadium. Walking waves were added.



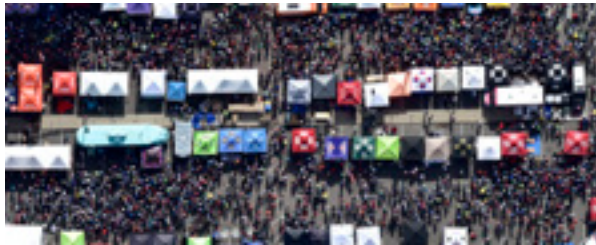
1990 **26,470 Registrants**

Pro wheelchair race introduced. Since its inception, Saul Mendoza (12 wins) and Shirley Reiley (6 wins) have dominated the competition. BolderBOULDER recognized as the 4th largest road race in the U.S.



1991 **31,103 Registrants**

Founder Steve Bosley recognized as Race Director of the Year. Also hosted the High Altitude National 10k Championships.



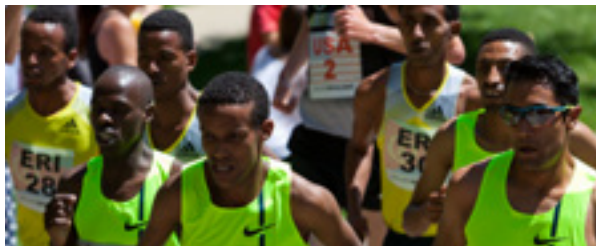
1992 **35,080 Registrants**

Created the RaceDayEXPO to provide a way for spectators to learn about the latest running gear and sample products.



1994 **35,750 Registrants**

Middle School Challenge developed to encourage students to participate in after-school fitness programs and develop a life-long commitment to health and fitness. The program was renamed the BBRacers Club in 2010 and expanded to include elementary schools.



1998 **40,145 Registrants**

Pro race format changed to the International Team Challenge, with three-member teams from 26 countries competing for team and individual awards. Celebrated the 20TH Anniversary of the BolderBOULDER.



2002 **45,822 Registrants**

The largest non-marathon prize purse is awarded at \$196,000. Congressional Medal of Honor recipients are honored at the Memorial Day Tribute.



2003 **1,000 Registrants**

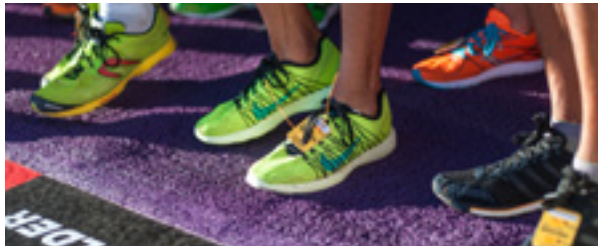
The ColderBOLDER 5K is created with the inaugural race finishing in the Balch Field House at the University of Colorado.

Our History



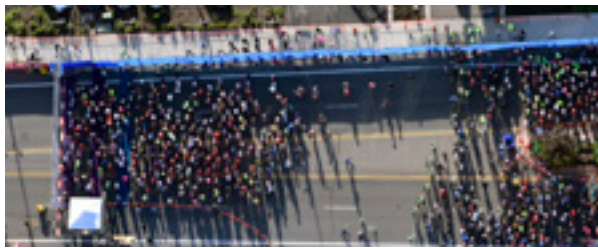
2004 **47,454 Registrants**

The BolderBOULDER becomes the largest timed 10k in the world.



2007 **50,816 Registrants**

Electronic Tag Timing is introduced to provide even more accurate timing. First race to provide finish times and mile splits for every participant.



2011 **54,554 Registrants**

The start line is moved for the first time since 1979 to 30th and Walnut. This puts the start line closer to the finish and eases traffic inside the course. A record of 54,554 people register.



2014 **52,115 Registrants**

Created the Bolder GuaRUNtee to allow people who miss the event to roll their registration over to the following year — a first for the running event industry.



2017 **7,924 Registrants**

The FORTitude 10K is created with the inaugural race finishing in the Sonny Lubick Field at Colorado State University Stadium.



2018

The BolderBOULDER celebrates its 40th running.

BOLDERBOULDER

**We are passionate about the race,
the community and our stewardship of the environment.**

**This effort is not just reserved for Memorial Day.
It's something we pursue 365 days a year.**

**Our commitment to do what's right
has led us on a journey which never ends.
It's a road we are proud to be on, and we're happy
to have you running, walking or wheeling by our side.**

Our Commitment to the Sport of Road Racing



INTERNATIONAL PRO TEAM CHALLENGE

The Front Range boasts a world-class field of literally the fastest runners on the planet, a large percentage of whom represent their countries in the Olympics. The BolderBOULDER International Team Challenge is the largest and most competitive event of its kind outside of the Olympics and the World Championship. This professional race is the largest international road-racing team competition held annually in the United States.

In 1998, the BolderBOULDER International Team Challenge was created. Professional runners from all over the world compete on three-person country teams for one of the largest non-marathon prize purses in the world. The men and women race the BolderBOULDER course, and finish inside the University of Colorado's Folsom Field between 11:45am and 11:55am to more than 50,000 cheering fans just before the start of the Memorial Day Tribute.

Teams are scored cross country style with points awarded on the basis of finishing place. The team with the lowest score for all three runners is the winner. Ties are decided by the positions of the 3rd place finishers. The three members of the first place Team USA are made up of the first three USA finishers of the nine competing.

CU CROSS COUNTRY SCHOLARSHIP

BolderBOULDER promotes and makes donations to the University of Colorado's cross country and track and field programs, the 2015 Pac-12 Champions, benefiting top student athletes. For every one dollar received, the race donates more than \$6, funding multiple scholarships, yearly.

Our Commitment to the Sport of Road Racing

2018 USA TEAM CHALLENGE

TEAM USA PRIZES THREE-PERSON TEAMS (ALL PRIZES FOR MEN AND WOMEN)										
\$8,000 5 TH PLACE TEAM	\$13,500 4 TH PLACE TEAM	\$17,500 3 RD PLACE TEAM	\$27,500 2 ND PLACE TEAM	\$45,000 1 ST PLACE TEAM						
INDIVIDUAL TEAM USA PRIZES INDIVIDUAL COMPETITORS (ALL PRIZES FOR MEN AND WOMEN)										
\$600 10 TH PLACE INDIVIDUAL	\$800 9 TH PLACE INDIVIDUAL	\$1,000 8 TH PLACE INDIVIDUAL	\$1,200 7 TH PLACE INDIVIDUAL	\$1,400 6 TH PLACE INDIVIDUAL	\$1,600 5 TH PLACE INDIVIDUAL	\$2,250 4 TH PLACE INDIVIDUAL	\$3,750 3 RD PLACE INDIVIDUAL	\$5,500 2 ND PLACE INDIVIDUAL	\$9,000 1 ST PLACE INDIVIDUAL	
INDIVIDUAL TEAM USA TIME BONUSES										
RECORD TIME BONUS!	MEN'S TIME BONUSES		WOMEN'S TIME BONUSES							
\$10,000 PLUS \$1,000 / SECOND UNDER	Sub 28:00	\$5,000	Sub 32:15	\$5,000						
	Sub 28:15	\$2,000	Sub 32:30	\$1,750						
	Sub 28:30	\$1,750	Sub 32:45	\$1,500						
27:52 MEN'S RECORD	Sub 28:45	\$1,500	Sub 33:00	\$1,250						
	Sub 29:00	\$1,250	Sub 33:15	\$1,000						
	Sub 29:15	\$1,000	Sub 33:30	\$ 750						
32:13 WOMEN'S RECORD	Sub 29:30	\$ 750	Sub 33:45	\$ 500						
	Sub 29:45	\$ 500	Sub 34:00	\$ 250						
	Sub 30:00	\$ 250								
Only the top 3 Americans are eligible for BONUS prize money.										
		Athlete Coordinator DON JANICKI don@bolderboulder.com (720)626-9358	Race Director CLIFF BOSLEY cliff@bolderboulder.com (303)444-7223 x114							

Our Commitment to the Sport of Road Racing

2018 INTERNATIONAL TEAM CHALLENGE

INTERNATIONAL TEAM PRIZES THREE-PERSON TEAMS (ALL PRIZES FOR MEN AND WOMEN)									
\$4,000 5 TH PLACE TEAM	\$6,000 4 TH PLACE TEAM	\$7,000 3 RD PLACE TEAM	\$10,000 2 ND PLACE TEAM	\$15,000 1 ST PLACE TEAM					
INDIVIDUAL INTERNATIONAL TEAM PRIZES INDIVIDUAL COMPETITORS (ALL PRIZES FOR MEN AND WOMEN)									
\$300 10 TH PLACE INDIVIDUAL	\$400 9 TH PLACE INDIVIDUAL	\$500 8 TH PLACE INDIVIDUAL	\$600 7 TH PLACE INDIVIDUAL	\$700 6 TH PLACE INDIVIDUAL	\$800 5 TH PLACE INDIVIDUAL	\$1,000 4 TH PLACE INDIVIDUAL	\$1,500 3 RD PLACE INDIVIDUAL	\$2,000 2 ND PLACE INDIVIDUAL	\$3,000 1 ST PLACE INDIVIDUAL
INDIVIDUAL INTERNATIONAL TEAM TIME BONUSES									
RECORD TIME BONUS!	MEN'S TIME BONUSES		WOMEN'S TIME BONUSES						
\$10,000 PLUS \$1,000 / SECOND UNDER	Sub 28:00	\$5,000	Sub 32:15	\$5,000					
	Sub 28:15	\$2,000	Sub 32:30	\$1,750					
	Sub 28:30	\$1,750	Sub 32:45	\$1,500					
	Sub 28:45	\$1,500	Sub 33:00	\$1,250					
27:52 MEN'S RECORD	Sub 29:00	\$1,250	Sub 33:15	\$1,000					
	Sub 29:15	\$1,000	Sub 33:30	\$ 750					
	Sub 29:30	\$ 750	Sub 33:45	\$ 500					
32:13 WOMEN'S RECORD	Sub 29:45	\$ 500	Sub 34:00	\$ 250					
	Sub 30:00	\$ 250							
A USA man whos team places fourth, who individually places third and who runs 29:37 will earn \$4,000 (\$2,000 + \$1,500 + \$500)									
		Athlete Coordinator DON JANICKI don@bolderboulder.com (720)626-9358	Race Director CLIFF BOSLEY cliff@bolderboulder.com (303)444-7223 x114						

Our Commitment to the Sport of Road Racing

INTERNATIONAL TEAM CHALLENGE OVERVIEW

TOP NON-MARATHON PROFESSIONAL PRIZE PURSES	ALL-TIME PRIZE MONEY, ALL YEARS (MEN AND WOMEN COMBINED)	PRIZE MONEY DEPTH (MONEY PAID TO THE SLOWEST PARTICIPANTS ON PRIZE WINNING TEAMS)	
<p>#1 BOLDERBOULDER \$177,500</p> <p>#2 Falmouth Road Race \$119,000</p> <p>#3 World's Best 10K \$92,000</p> <p>#4 Bloomsday 81,000</p> <p>#5 Peachtree Road Race 70,000</p> <p>#6 Gate River Run \$65,000</p> <p>#7 Cooper River Bridge Run \$62,000</p>	<p>#1 BOLDERBOULDER \$3,449,328</p> <p>#2 World's Best 10K \$2,444,275</p> <p>#3 Peach Tree \$2,436,100</p> <p>#4 Bob Hasan \$1,341,000</p> <p>#5 World \$1,171,545</p> <p>#6 Beach to Beacon \$1,061,050</p> <p>#7 Cooper River Bridge \$1,037,815</p>	<p>BOLDERBOULDER 2017</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="831 520 1075 760"> <p>BOLDERBOULDER</p> <p>18TH</p> <p>MEN'S PLACE</p> <p>30:43</p> <p>MEN'S TIME</p> <p>\$2,000</p> <p>MEN'S PRIZE</p> </div> <div data-bbox="1117 520 1360 760"> <p>BOLDERBOULDER</p> <p>22ND</p> <p>WOMEN'S PLACE</p> <p>38:02</p> <p>WOMEN'S TIME</p> <p>\$1,333</p> <p>WOMEN'S PRIZE</p> </div> </div>	
<p>BOLDERBOULDER 2017 PRIZE PAYOUT</p> <p style="font-size: 2em; text-align: center;">66%</p> <p style="text-align: center;">OF THE FIELD WON PRIZE MONEY AT BOLDERBOULDER</p>		<p>BOLDERBOULDER 2016</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="831 932 1075 1171"> <p>BOLDERBOULDER</p> <p>33RD</p> <p>MEN'S PLACE</p> <p>33:01</p> <p>MEN'S TIME</p> <p>\$2,000</p> <p>MEN'S PRIZE</p> </div> <div data-bbox="1117 932 1360 1171"> <p>BOLDERBOULDER</p> <p>26TH</p> <p>WOMEN'S PLACE</p> <p>39:50</p> <p>WOMEN'S TIME</p> <p>\$1,333</p> <p>WOMEN'S PRIZE</p> </div> </div>	
<p style="font-size: 2em; text-align: center;">15</p> <p>MEN WON PRIZE MONEY IN 2017</p>	<p style="font-size: 2em; text-align: center;">18</p> <p>WOMEN WON PRIZE MONEY IN 2017</p>	<p>BOLDERBOULDER 2015</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="831 1352 1075 1591"> <p>BOLDERBOULDER</p> <p>20TH</p> <p>MEN'S PLACE</p> <p>31:46</p> <p>MEN'S TIME</p> <p>\$1,333</p> <p>MEN'S PRIZE</p> </div> <div data-bbox="1117 1352 1360 1591"> <p>BOLDERBOULDER</p> <p>20TH</p> <p>WOMEN'S PLACE</p> <p>37:22</p> <p>WOMEN'S TIME</p> <p>\$1,333</p> <p>WOMEN'S PRIZE</p> </div> </div>	
<p>PRIZE PURSES SINCE 2014</p> <p>(INCLUDING BONUSES)</p> <p>BOLDERBOULDER 2017: \$177,500</p> <p>BOLDERBOULDER 2016: \$153,900</p> <p>BOLDERBOULDER 2015: \$162,700</p> <p>BOLDERBOULDER 2014: \$150,204</p> <hr/> <p>AVERAGE PRIZE PURSE SINCE 2014:</p> <p style="font-size: 1.5em; text-align: center;">\$161,076</p>		<div style="display: flex; justify-content: space-between;"> <div data-bbox="792 1743 1075 1848"> <p>Athlete Coordinator DON JANICKI don@bolderboulder.com (720)626-9358</p> </div> <div data-bbox="1091 1743 1390 1848"> <p>Race Director CLIFF BOSLEY cliff@bolderboulder.com (303)444-7223 x114</p> </div> </div>	



Our Commitment to the Community



BBRACERS

Beginning in 2010, we added elementary schools to this program and the name has changed to the BBRacers Club. The program gets elementary and middle school students, their teachers and families excited about fitness by preparing and training for the BolderBOULDER using a variety of fun activities and an online training guide. By providing this opportunity, BolderBOULDER, together with its participating schools, work to develop a life-long commitment to health and fitness.

The schools are divided into three divisions according to size. There are two competitions among each division: fastest school and most participation. The fastest two boys and girls from each grade have their times combined to produce their school's score. The school with the lowest combined score wins. The school in each division with the most registered teachers and students win the most participation category. This year there will be five waves of BBRacers Club participants. www.obesity.org/subs/childhood/prevalence.shtml

In 2014, BolderBOULDER began an overnight program for rural schools in eastern Colorado. BB Racers, coaches and parents arrive the day before the race, stay in the University of Colorado dorms, meet CU student athletes, and walk to the start line together.

NON-PROFIT VOLRUNTEER PROGRAM

BolderBOULDER donates funds to dozens of non-profit groups who help us as volunteers on race day.

ECONOMIC IMPLICATIONS IN BOULDER

BolderBOULDER generates more than \$10 million in direct economic value to the City of Boulder.

Our Commitment to the Community

FINANCIAL INTEGRITY

Long-term financial stability is essential to delivering a first-class BolderBOULDER experience. And, we are committed to transparency around the costs associated with staging our event.

One of the reasons we were named America’s Best All-Time 10k is because of our absolute commitment to quality. That commitment coupled with the sheer scale of the event, raises unique costs that are highlighted below.

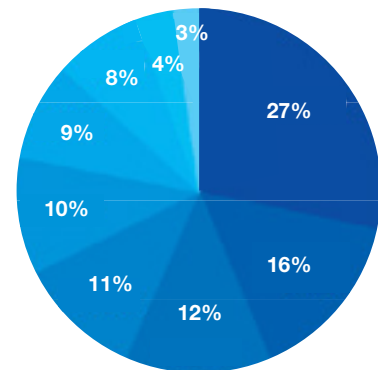
Total Expenses by Category	\$3,313,845
Staff (Full-time (incl. benefits and retirement), Seasonal, Temp, Independent Contractors)	27%
Printed Materials (Race Shirts, Banners, Event Collateral)	11%
Marketing (Marketing, PR, Communications, Design, Web)	12%
Administrative Costs (Postage, IT, Computers, Attorneys, CPAs)	16%
Facilities (CU, Stadium Flooring, Parking, BB Warehouse Space, Utilities)	10%
Logistics (Course Management, Equipment Rentals, Maintenance, Repair, Depreciation)	9%
Professional Race (Travel, Meals, Lodging, Prize Money)	8%
Charity/Non-Profit (Charities, Non-profit Donations, Donated Entries, Memorial Day Tribute)	4%
Law Enforcement (Police, Security, Emergency Services)	3%

WHAT IT COSTS TO STAGE THE BOLDERBOULDER

The following is a breakdown of the BolderBOULDER expenses by major categories, including some of our unique expenses (rounded):

- University of Colorado requires that the BolderBOULDER cover the floor of the stadium to protect the turf – \$65,571
- Scaffolding in the stadium and on course – \$44,580
- Portable toilets and dumpsters – \$20,413
- Prize money for pro athletes – \$182,500 (including \$67,900 for USA athletes and time bonuses)
- Transportation, accommodations and meals for pro athletes – \$85,792
- Results, timing, scoring, – \$79,223
- Military base races in foreign lands, including special military shirt, special bib number, souvenir items, and shipping – \$11,921

Expenses as a Percent



Our Commitment to the Environment

2017

250,000

cups composted and diverted from landfill

17.39 tons

of materials from the course and Folsom Field diverted to recycling facilities

1,900

shirts donated globally to humanitarian aid programs

5.27 tons

of food donated to Community Food Share in 2017

83.60%

diversion rate

13.782 tons

of food diverted

24.8835 tons

of trash diverted

SUPPLY CHAIN MANAGEMENT

We work with vendors to encourage bulk pack shipments to reduce packaging waste and weight in transit, also saving our volunteers hours of time unwrapping items.

HOW YOU HELP

85%

registered online

REGISTER ONLINE

In 2017, 85% of participants registered online, reducing paper entries, envelopes and emissions.

300

dedicated volunteers

DEDICATED TEAM

Each year the BolderBOULDER has over 300 dedicated volunteers on race day making sure that all waste types get put in the appropriate receptacles ensuring the highest diversion rates possible.

53%

of those who drove carpooled

SHARE A RIDE

Do you have friends, family or neighbors running BolderBOULDER? Ride together. 53% of race participants who drove chose to carpool.

47%

walked, biked or rode RTD

BIKE, WALK, OR USE PUBLIC TRANSIT

In 2017, our post-race survey revealed that 47% of respondents either rode the bus, biked or walked.

Our Commitment to Honor Those Who Serve



MEMORIAL DAY TRIBUTE

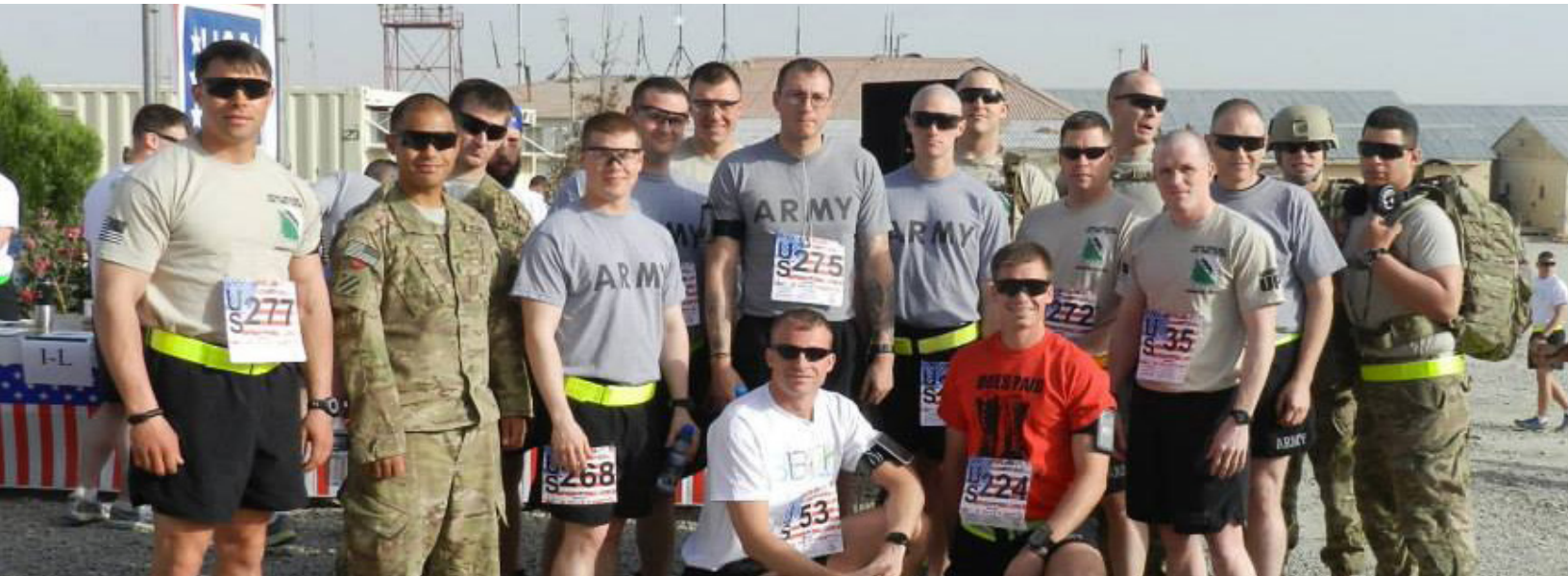
The Festivities begin in Folsom Field at NOON on Memorial Day. With more than 50,000 spectators at CU Stadium, the BolderBOULDER Memorial Day Tribute has become the nation's largest Memorial Day celebration.

An important part of the BolderBOULDER 10k is to honor the men and women who have served our country during peace and war, particularly those who paid the supreme sacrifice, in defense of the U.S.A. After the BolderBOULDER, our Memorial Day Tribute includes:

- One of the largest enlistment ceremonies in the state of Colorado
- The presentation of the Nation's Colors
- A 21-gun salute by the University of Colorado NROTC members
- Taps
- An F-16 fly-over by the Naval Strike and Air Warfare Center from NAS Fallon, NV
- Sky divers carrying flags from each branch of military
- The singing of our national anthem

The Mile-Hi Sky Diving Team will perform their traditional exhibition sky dive to kick off the 40th BolderBOULDER Memorial Day Tribute. All members of the Mile-Hi Sky Diving team are United States Parachuting Association certified professional exhibition jumpers. Throughout their 16-year history with the ceremony the group has varied to include BolderBOULDER finishers, military personnel including Air Force Academy officers and Colorado natives.

Our Commitment to Honor Those Who Serve



SATELLITE RACES

In 2006 the BolderBOULDER created the BolderBOULDER Baghdad 10K with the help of a group of dedicated runners stationed at Camp Victory in Iraq. The race was run on Memorial Day and gave service men and women a connection to the tens of thousands of BolderBOULDER runners competing on the same morning. With 601 finishers it became the largest race in Iraq.

In 2007 the BolderBOULDER 10K was run in Balad, Kuwait and aboard the USS NIMITZ (on treadmills). In 2008 the USS NIMITZ again hosted a treadmill version of the BolderBOULDER 10K. In 2009 the BolderBOULDER was run in Kuwait and Baghdad, Iraq. Approximately 500 participants finished each race. From 2010 to now, over 10,000 military runners have run their own BolderBOULDER races at multiple U.S. bases.

Push Rim Race



Every year since 1990, the BolderBOULDER has begun with the Pro Wheelchair Race, our fastest finishers. The all-time records are held by 12 time winner Saul Mendoza with a time of 19:45, and 3 time winner Candace Cable with a time of 25:43.

PUSH RIM PRIZES ALL PRIZES FOR MEN AND WOMEN		
\$250	\$750	\$1,500
3RD PLACE	2ND PLACE	1ST PLACE
19:45 MEN'S RECORD	25:43 WOMEN'S RECORD	

FORTitude



THE FORTITUDE LABOR DAY 10K CLASSIC

In 2013, a small task force was established to explore ways to showcase Fort Collins through an event to mark the opening of the Sonny Lubick Stadium at CSU. Colorado State University's Community and Outreach director Gary Ozzello was selected to call BolderBOULDER race director, Cliff Bosley to discuss how that organization had created the success that defines the BolderBOULDER. In September 2013, Gary and Cliff talked about how a community race could highlight the growth and energy of Fort Collins, help drive tourism, create a positive halo, and drive economic impact for the city. Over its rich history the Over time, the logistics and dynamics of staging an event that would symbolize the best of the City of Fort Collins and Colorado State University, as well as showcase the new Sonny Lubick Field at CSU Stadium, were finalized.

The inaugural running of the FORTitude Labor Day 10K Classic was on September 4, 2017. While 2017 marked the inaugural event, we are all committed to creating an event that will become a Labor Day tradition for years to come.

The FORTitude 10K is a 10,000 meter race that celebrates the best of Fort Collins and Colorado State University. The FORTitude 10K takes runners on a scenic yet altitude challenging course through Fort Collins, passing landmarks like City Park, downtown and Colorado State University, as well as weaving through picturesque Avery and Mountain Ave. neighborhoods. The race finishes at the Sonny Lubick Field at CSU Stadium.

For more information visit: FORTitude10K.com.

ColderBOLDER



THE COLDERBOLDER WINTER 5K CLASSIC

The ColderBOLDER 5K was created in 2003 as part of our racing series. It's the "polar opposite" sister race to the BolderBOULDER. It has become increasingly popular, now selling out year after year.

Runners are attracted to it because it has turned into the perfect way to start the winter holiday season on the right foot. It finishes in CU's field house where festivities and the holiday spirit fill the air. It's also a fast course that runs through the picturesque campus of the University of Colorado. Although it's a smaller race, you can still expect our high level of customer service and a great racing experience.

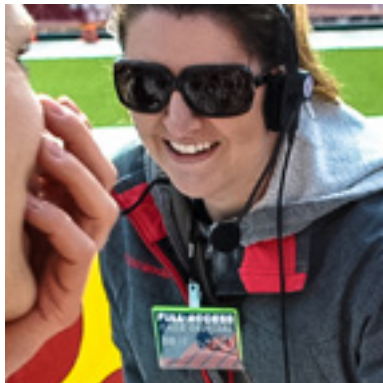
The ColderBolder is locally owned and operated. This event has taken on a life of its own that we never quite envisioned, and it rewards us every year beyond measure.

The COLDERBolder is actually 13 individual races. The top three men and women in each race win Cold Medals. That's 78 medalists total. So come break out in a cold sweat with us. Pour cold water on those winter blues.

The First 12 races are for people who participated in the last BolderBOULDER. Each race puts people together who are about the same speed. Why? So everyone has a shot at winning. It's everyone's chance at personal glory and eternal fame. The 13th and final race is open to everyone: runners, joggers and walkers.

For more information visit: cb5k.bolderboulder.com.

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BOLDERBOULDER

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