

# **OUTER BANKS MARATHON**

## **NEWS RELEASE**

**For Immediate Release**

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Nags Head, NC

### **Show Your Colors at the Flying Pirate Half Marathon**

If you've got a bad case of the winter blues, gear up for spring by decorating your home or place of business with the official colors of the Flying Pirate Half Marathon. On April 18th, residents and businesses in Dare County are being asked to show their support with streamers, balloons, flags etc. using the Outer Banks Marathon color system. Kitty Hawk's designated color is green, Kill Devil Hills is blue/white, Nags Head is purple, and Manteo, red. If you'd like more information or are unsure about what to do, call Mona Tice at (252)-261-2186 for details. Tice heads up the "Colors Program" and is very passionate about her role in getting the community involved.

Tice, co-owner of Wright Property Management, has been in charge of the Colors Program since its inception. "The Outer Banks Marathon brings a tremendous amount of revenue to our county in the off season. With the addition of the Flying Pirate Half Marathon, there's potential for local businesses to jumpstart the busy season. The Colors Program was designed as a way to encourage local businesses to support the runners and get residence involved along the race route. It's imperative we understand how vital these events are to the community," stated Tice. Outer Banks Sporting Events, a non-profit born from the success of the Outer Banks Marathon, estimates each runner in the Outer Banks Marathon brings an additional 2.7 people. That's over 7,000 people for the marathon and over 5,000 for the half marathon. "The timing of these events is key. We see people booking cottages, eating out, and buying souvenirs during a historically slow time," acknowledged Tice. "The Colors Program helps businesses capitalize on this unique opportunity. We are literally directing thousands of people to our local businesses. Our goal is to get the community to realize the impact this program can have and get everyone on board."

If you think your business won't benefit from being a part of the action, think again. "Believe it or not, a home was sold to a participant in the Outer Banks Marathon," boasted Tice. Whether you can use a few thousand customers or just want to get in the spirit, Mona has the answer....show off your colors on April 18th!

The Flying Pirate Half Marathon and First Flight 5K are among the annual signature fundraising events for the Dare Education Foundation and the Outer Banks Relief Foundation. For more information about OBSE events, visit [www.obxse.org](http://www.obxse.org).

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