



## **FOR IMMEDIATE RELEASE**

### **REGISTRATION NOW OPEN FOR 2020 AMWAY RIVER BANK RUN** ***Charity Partners and Race Details Announced for America's Largest 25K Road Race***

GRAND RAPIDS, Mich., Oct 1. – The Amway River Bank Run Presented by Fifth Third Bank with Spectrum Health the official health provider today announced registration is now open for the May 9, 2020 race. The race will celebrate 43 years since its inaugural year in 1978.

“What started as an effort to bring people downtown has turned into an exciting tradition here in Grand Rapids,” said David Madiol, race director, Amway River Bank Run. “Our goal with this race is to promote health and wellness and to continuously work to create a better experience on race day for all participants. With the help of Fifth Third Bank and Spectrum Health, we feel confident in our continued success.”

Details surrounding the 2020 Amway River Bank Run Charity Partners were also announced. Once again this year, the race will partner with and make charitable contributions to five local groups including the American Cancer Society, Children’s Advocacy Center of Kent County, Conductive Learning Center of North America, Hand2Hand and Mental Health Foundation of West Michigan (be.nice.)

“Fifth Third’s commitment to this long-standing community event remains strong. There is a lot of pride of ownership and you see it with hundreds of our employees continuing to be involved today,” said Scott Stenstrom, regional marketing director, Fifth Third Bank. “We’re proud of our legacy and enjoy the role we now play with great partners like Amway and Spectrum Health.”

“This will mark Spectrum Health’s third year as the official health care partner for the River Bank Run. We are honored to be able to support new and seasoned participants as they commit to healthy living and prepare for race day,” said Carrie Manders, vice president, system communications and marketing, Spectrum Health. “We are also thankful for our talented team of nearly 250 Spectrum Health volunteers who share of their passions, skills and time to keep our runners encouraged and safe.”

The Amway River Bank Run holds the title as the largest 25K road race in the country and offers the only 25K Wheelchair racing division in the world along with a 25K Handcycle division sponsored by Mary Free Bed. Last year alone, 16,000 racers participated in the 25K, 10K, 5K and the junior races. Additionally, the 25K race has been the site of the USA 25 km Open Championships since 1995 and will continue that tradition in 2020.



“The Amway River Bank Run brings more than 40,000 people downtown and adds an estimated \$1.9 million impact to the community every year,” said Russ Hines, CEO, River Bank Events and Media. “This race truly couldn’t happen without our incredible sponsors, race committee, a crew of 1,500 volunteers and of course our staff.”

Racers can register now at [amwayriverbankrun.com](http://amwayriverbankrun.com).

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#### **ABOUT THE AMWAY RIVER BANK RUN**

The Amway River Bank Run presented by Fifth Third Bank with Spectrum Health the official health provider features the largest 25K road race in the country and offers the only 25K Wheelchair racing division in the world along with a 25K Handcycle division. Hosted in Grand Rapids, Michigan annually on the second Saturday in May, the Amway River Bank Run originated in 1978 as the Old Kent River Bank Run. Learn more at [amwayriverbankrun.com](http://amwayriverbankrun.com).