

FOR IMMEDIATE RELEASE

Sept. 29, 2016

Contact: Chelise Foster, (719) 339-4564, waldowaldo5k@gmail.com

Fifth Waldo Waldo 5K eyes new goal for attendance, donations

COLORADO SPRINGS – Thousands of Waldos and Wendas will fill the streets of downtown Colorado Springs Oct. 22 as part of a community fun run and fundraiser.

The fifth annual Waldo Waldo 5k Walk & Run will be in the heart of downtown Colorado Springs. Thousands will gather in red- and white-striped “Where’s Waldo” costumes at the Colorado Springs Pioneers Museum, 215 S. Tejon St., where the run starts and finishes.

There will be exhibitors, food trucks, a Bristol beer garden and live music. Pre-registration is available now, and day-of-event registration opens at 8 a.m. Oct 22. A group photo will be at 9:30 a.m., and the first running wave begins at 9:45 a.m. A \$35 registration fee (\$40 morning of event) includes a “Where’s Waldo?” costume kit that consists of Waldo glasses, beanie, and long sleeve shirt. Wenda costume kits and mini-Waldo kits for kids ages 6-12 are also available. Kids 5 and under are free but do not receive a costume. The Waldo Waldo 5K is open to all ages and all abilities.

“At the fifth anniversary of the Waldo Waldo 5K, we plan on this year being the biggest, best, and most hilarious red-and-white-striped fun run yet,” Chelise Foster, event creator and organizer, said. “Our goal is to continue this unique Colorado Springs community event, which brings joy to thousands while supporting the trails and restoration of the places we treasure.”

The 2015 Waldo Waldo 5K drew more than 3,400 participants dressed in costumes to raise money for Waldo Canyon restoration and trails and open space maintenance in Colorado Springs. Since 2012, the event has raised more than \$140,000 for local charity.

This year, race organizers aiming to break the world record of 3,872 people dressed as Waldo. The Waldo Waldo 5K presenting sponsor is elope, Inc. Online registration and more information is available at thewaldowaldo.com.

About the Sponsors

Presenting sponsor elope, Inc., Colorado Springs, is a leading designer and distributor of costumes and accessories. The company has held the Dreamworks “Where’s Waldo” license since 2008.

“We are delighted to see the continued success and momentum of The Waldo Waldo 5K,” said CEO Kevin Johnson. “After supporting Chelise’s dream within the elope team for the first two years, we feel a strong connection to the sea of Waldos running together

for a cause. Cheering on the event is an incredible experience for us, which is why the Waldo Waldo 5K is definitely one of our favorite ways to give back to Colorado Springs.”

As the original incubator of The Waldo Waldo 5K, elope’s generous support has made the Waldo Waldo 5K possible every year since 2012. Family owned and operated, elope is proudly headquartered in Colorado Springs. They specialize in designing, manufacturing, and distributing hats, glasses, costumes, dress-up accessories and other whimsical wearables that spread joy and laughter. For more information, visit elope.com.

Platinum Sponsors include elope, Inc., Colorado Springs Downtown Partnership, and Whole Foods Market, along with many other local sponsors, volunteers and supporters.

About the Waldo Waldo 5K

The devastation of the 2012 Waldo Canyon Fire sparked the Waldo Waldo 5K into existence. The run is a project dedicated to bringing motivated people together to have fun in costume and raise money for community needs. After two years of incubation with the elope Inc. team, the Waldo Waldo 5K grew into an independent organization dedicated to supporting natural disaster relief. Since 2012, thousands of participants dressed as Waldo or Wenda have raised more than \$140,000 for local nonprofits. Beneficiaries include the Rocky Mountain Field Institute, Trails and Open Space Coalition and Waldo Canyon Firefighters Relief Fund at Pikes Peak Community Foundation. For more, visit thewaldowaldo.com

###

High resolution photos available at: <https://www.dropbox.com/sh/qltyl5b08yydzlp/AADnIb6L-D5bcW58hgEcNHRGa?dl=0>