



## **FOR IMMEDIATE RELEASE**

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## **THE ZOMBIE RUN - 5K APOCALYPSE RACE TOUR TO INFEST 16 U.S. CITIES IN SPRING AND FALL OF 2013**

(PHILA, PA) [\*\*The Zombie Run\*\*](#) is 3.1 mile racecourse of gut-wrenching, blood-pumping, sweat-dripping fear, which will debut in Philadelphia, April 7<sup>th</sup> and on subsequent dates in 15 other U.S. cities, for the most exhilarating 5K of your life... if you survive.

[\*\*The Zombie Run\*\*](#) is not your typical hometown 5K run, unless of course, your hometown is infested with an army of marauding Zombies.

By using the popular Zombie theme, [\*\*The Zombie Run\*\*](#) creates a running narrative on a racecourse designed like a Hollywood Apocalypse movie-set, where participants either run through the course track as Zombies, or living Zombie prey. Participants must run to safety, while dodging an imaginatively harrowing barrage of apocalyptic carnage.

Professional, on-site make-up artists transform normal, everyday, warm-blooded runners into blood sucking, flesh eating Zombies. If you survive, there is a party following the race. A portion of proceeds from each event will also be donated to a local charity.

[\*\*The Zombie Run\*\*](#) is the brainchild of Andrew Hudis and David Feinman, who are 19-year old undergraduate students. Hudis attends *the University of Pennsylvania's Wharton School*, and Fienman is currently studying at Bucks

County Community College in suburban Philadelphia, with plans to transfer to Temple University next year.

“Three years ago, I told David that I always run fastest when I’m being chased,” said Hudis. “We joked that we should start a race where actors chase the runners to the finish line. Eventually, we realized that our idea could actually be a fun race.”

Hudis contacted local haunted houses and asked if he and Feinman could stage a race on their hayride trails, but they all declined.

Eventually they dropped the “chase” element but stuck with the idea of a spooky run.

“We eventually held a Halloween-themed 5K in a local park called the Trick-or-Treat 5-Miler that was a ton of work and never made much money, but it was a fun project,” says Hudis.

Hudis and Feinman knew they were on to something and continued to work on their idea for two years. By 2012, they realized that taking a themed run on the road to multiple cities could be a good business.

“We thought about taking the Trick-or-Treat 5-Miler on the road and it eventually evolved in [\*\*\*The Zombie Run\*\*\*](#). We brought Carrie Snyder, a promoter we’d met at other Philadelphia events, on board and [\*\*\*The Zombie Run\*\*\*](#) was born,” says Hudis. “We wrote our whole business model over three meetings in local coffee shops and three months later we were permitted in five markets,” he adds.

What makes [\*\*\*The Zombie Run\*\*\*](#) so different than other racing events?

“Our race really focuses on story. Like a ride at Disney World, we create an alternate reality over an otherwise mundane experience. We focus a lot on runner experience, and spend the money that other races use on obstacles to enforce our theme and add more carnage to the racecourse,” Hudis says.

Hudis and Feinman have assembled a seasoned team of professionals with over 100 years of collective experience in race and concert promotion, and

live event production and marketing, who will help them bring [\*\*The Zombie Run\*\*](#) to the following cities across America:

The Philadelphia Zombie Run - Philadelphia, PA – 4/7/13, 8am – FDR Park

The Louisville Zombie Run - Louisville, KY – 4/21/13, 12:30pm – Iroquois Park

The Charlotte Zombie Run - Charlotte, NC – 5/19/13, 12:30pm – Freedom Park

The Miami Zombie Run-Miami, FL-10/12/13, 6pm- Historic Virginia Key Beach Park

The Seattle Zombie Run - Seattle, WA – TBA

The Portland Zombie Run - Portland, OR – TBA

The Columbus Zombie Run-Columbus, OH – TBA

The Chicago Zombie Run -Chicago, IL – TBA

The New Orleans Zombie Run-New Orleans, LA – TBA

The Indianapolis Zombie Run-Indianapolis, IN – TBA

The Brooklyn Zombie Run-Brooklyn, NY – TBA

The St. Louis Zombie Run-St. Louis, MO – TBA

The Denver Zombie Run-Denver, CO – TBA

The Austin Zombie Run- Austin, TX – TBA

(Additional city to be announced.)

For event tickets and information updates about **The Zombie Run**, visit [www.thezombierun.com](http://www.thezombierun.com)

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### **About The Zombie Run Team**

**Andrew Hudis transitioned from racerunner to race promoter in 2008 when he co-founded a popular charitable marathon in Mae Sariang, Thailand, called *Tribe-to-Tribe*.**

**After *Tribe-to-Tribe*, Hudis wanted to stay involved in race promotion more locally, so he founded the *Bucks County Half-Marathon*. After his first year, he partnered with David Feinman, a**

childhood friend, to direct the event with him. Today, it is one of the premier Philadelphia distance events, recognized by *Philadelphia Magazine* as one of the cities Best Spring Runs.

Before *The Zombie Run*, Carrie Snyder was a director for the popular Ragnar Relay series. Her other race projects include the ODDyssey Half-Marathon and the Yuengling Lager Jogger. Carrie also consults with local events and national race tours on race development, promotion, and management.

*For more information about The Zombie Run visit:*

**Website:** [www.thezombierun.com](http://www.thezombierun.com)

**Facebook:** <https://www.facebook.com/pages/The-Zombie-Run/529812040380577>

**Twitter:** <https://twitter.com/thezombierunner>

**YouTube:**

<http://www.youtube.com/user/RunnerZombie?feature=watch>

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