



Kate Schachter
5241 Irish Ln.
Madison, WI 53711
608-234-1795
kateschachter@yahoo.com

PRESS RELEASE

December 22, 2014

What: Freeze For Food – 5K/10K walk/run fundraiser

Where: Vilas Park Shelter, Madison WI

When: Saturday January 17th, 2015

5K registration 11:15 // 5K race start Noon

10K registration noon // 10K race start 1:00 pm

Online registration: www.athenstoatlantis.com

Mailed registration: download form at www.rpcvmadison.org

How much: Pre-registration for runners/walkers is \$20 or both races for \$30 (\$25 or \$35 day of race)

For whom: Dane County’s sister community--Peace Community of San José de Apartadó, Colombia

Contact: Jack Laun, cell: 608-354-1760, jlaun515@gmail.com

The Returned Peace Corps Volunteers (RPCVs) of Wisconsin-Madison and Colombia Support Network are co-sponsoring the 34th Annual Freeze for Food, a 5K/10K walk/run beginning at Vilas Park and continuing through the Arboretum. This event is for all levels of runners and walkers. The 5K race tends to be most attractive to a broad range of skills; children and dogs are welcome. The 10K race is for serious racers.

The RPCVs absorb most expenses for this event from the proceeds of their International Calendar (www.rpcvcalendar.org) to directly benefit the Peace Community of San José de Apartadó, Colombia, Dane County's sister community that denounces violence from guerrillas, paramilitaries and the Colombian Army. This year we have received donations from several donors to provide electronic chip timing of the event, to be supplied by Crossroads Events (cross-roads-events.com/).

Interested runners/walkers can pre-register electronically through www.athenstoatlantis.com, or by mail by downloading a brochure from rpcvmadison.org. Same day registration at the Vilas Park Shelter begins at 11:15am on Saturday, January 17th, 2015.

When the race began in 1982, it was the only timed race for runners in the cold winter months. Today, there are 5K/10K races in Madison every month, year-round. “This is an impressive inter-group volunteer effort that allows race proceeds to go directly to the people of the Peace Community of San José de Apartadó,” said race coordinator Jack Laun of the Colombia Support Network.

Over the years, the Freeze for Food has raised almost \$69,000 for international non-profits that focus on food aid programs, in the last many years working closely with the Colombia Support Network. Last year over \$2,500 from the race was sent to the people of the Peace Community of San José de Apartadó for food security programs.

Some runners may be afraid to run in January because of the cold. But remember, heat stress is rarely a problem at the Freeze for Food. Runners should dress appropriately for the weather.

The race never cancels due to weather.

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Freeze for Food, Jan 17, 2015.



*The **Returned Peace Corps Volunteers of Wisconsin-Madison** promote peace and understanding in our global community. The group holds monthly meetings, social events, sponsors fundraisers like the Freeze For Food, produces an award winning international calendar, the 'we all' posters, and have donated more than \$1million to local and international charities since 1980.
rpcvmadison.org and rpcvcalendar.org*



*The **Colombia Support Network** works for peace with justice in Colombia, where over six million people have been displaced by violence. It was created to give solidarity to the Colombian people through sister community projects, delegations, and petitions to educate members of the U.S. government about human rights conditions in Colombia.
colombiasupport.net*

2014 Photo:

The starting line for the 5K Run: 17°F, 10 mph winds, snow flurries during 5K
(Photography by Paul Schmidt)

