



FOR IMMEDIATE RELEASE

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Fourth Annual Newport Night Run Hits Record Registration

NEWPORT, RI – Gray Matter Marketing and the Newport Public Education Foundation continue their annual partnership on the Newport Night Run, an after-hours 5K run/walk to benefit the Foundation.

Nearly 1000 runners are registered for the April 1st race, making the 2017 event the largest to date. With a cap of 1200 participants, this event is expected to sell out. The family-friendly 5K begins at 7:30 p.m., starts and finishes at Rogers High School and is open to both runners and walkers. This unique event is Newport's only after-dark road race.

“We are honored to continue with the Newport Public Education Foundation on this event, and excited to see the event grow over the last four years,” says Matthew Gray, president of Gray Matter Marketing. “It’s satisfying to know that we can help so many students and teachers in my hometown. The growth in popularity of the event shows the public support for the Newport Public Education Foundation.

Gray is a graduate of Rogers High School class of 1998 and attended Underwood Elementary and Thompson Junior High School.

“We are thrilled to be working with Gray Matter Marketing once again on this important event,” says Jennifer Hanson, Board Member of the Newport Public Education Foundation. “Working with a local firm, founded by a Newport Public School Graduate, brings this event full circle. The Newport Night Run will raise funds that the students of Newport Public Schools will enjoy through grants given to their teachers for enrichment activities.”

The race course follows a loop from Rogers High School to Hazards Road, Ocean Drive, Hammersmith Road, Beacon Hill Road and finally returning to Wickham Road for the finish. The 3.1-mile race will create minor delays in traffic on Ocean Avenue, from 7:30 p.m. until 8:30 p.m. Newport Police will manage traffic. Parking for participants, spectators and volunteers will be available at Rogers High School.

For more information about the event, to register, or for sponsorship opportunities, please visit www.newportnightrun.com.

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About Gray Matter Marketing

Gray Matter Marketing is a full services marketing consulting and event management agency. We work with clients to maximize sales and marketing capabilities, create turnkey events, and maintain an engaging social media presence. For more information on Gray Matter Marketing's offerings and events, please visit www.graymattermarketing.com.

About the Newport Public Education Foundation

The Newport Public Education Foundation (NPEF), established in 1991, is an independent, non-profit 501(c)(3) whose mission is to improve the performance of Newport public school children by enhancing their educational opportunities and by building broad-based community support for quality public education. For more information on the NPEF, please visit: <http://www.npef-ri.org/>