



**PRESS RELEASE**  
**For Immediate Release**

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## Valentine's-Themed 10K/5K/Fun Run Features Surprise Wedding Proposal, Live Music, Kid Activities and More

*“The Generational Equity Cupid Dash” on February 18  
Benefits Struggling Families Served by MakeAWay Charities*

**DALLAS, TX** – Sweethearts of all kinds – from the betrothed and beholden, to grandparents and grandkids, parents and children, and best friends – will come in droves to “run for love” in **The Generational Equity Cupid Dash** benefiting [MakeAWay Charities](#). The certified 10K/5K/1-mile fun run Cupid Dash is Valentine’s Day-themed and takes place February 18 on the south side of The Shops at Legacy (5741 Legacy Dr, Plano, TX, 75024).

“MakeAWay Charities helps hard-working, self-sufficient families who are unable to overcome unexpected financial crises avoid debt and poverty and get back on their feet,” said **Jay Hellwig, MakeAWay Charities executive director**. “Through the generous support of Generational Equity, our other sponsors, and Cupid Dash participants, MakeAWay Charities is able to keep more North Texas families in tact and as active contributors to the community we share.”

“Generational Equity is honored to be this year’s title sponsor of the Cupid Dash,” said **Ryan Binkley, President of Generational Equity, LLC**. “We have deep respect for MakeAWay’s investment in North Texas and the people who live here – a service that is particularly crucial during these challenging economic times.”

New to this year’s event is a juried “best love story” contest. A juried panel selects the best love story and the winner receives a free bridal set from **Zales®**. The set includes a stunning round-cut diamond engagement ring with diamond-studded shank and frame and the matching diamond wedding band, all in 14K white gold and totaling 1-3/4 carats. The winner also receives a his-and-hers hot stone massage package from **Elizabeth Arden Red Door** and staging support from Cupid Dash’s event production team for making the proposal at the event. “How you met and fell in love” stories must be submitted via email to [cmitchell@makeawaycharities.org](mailto:cmitchell@makeawaycharities.org) by 6 p.m., February 10, 2012.

Headlining the event is Dallas’ popular ‘80s cover band, [Live80](#). The chip-timed 10K and 5K races and 1-mile fun run are certified by Rockwall Running Center. Fees are \$45 (10K),



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\$40 (5K) and \$25 (one-mile Fun Run). The event is open to the public and free to those not participating in the race. Registration is at [www.cupiddash.com](http://www.cupiddash.com).

Other featured elements include:

- Kissing Booth featuring \$5 temporary lip tattoos. Every tattoo purchased for yourself or a loved one enters you into a raffle to win a free iPad, free teeth whitening by Montgomery DDS, or a \$200 Luke's Locker certificate
- Kissing Booth also features \$5 lip print readings from Pucker Up Impressions
- "Kiss Cam" to capture sweet moments throughout the day
- Live "love-tweets" using hashtag #thecupiddash will be displayed on event jumbotron
- laMadeleine chocolate-covered strawberries for runners
- Kids Zone includes Valentines crafts, bounce house and face painting
- Participants can register for **free** race training with Coach Oscar at [www.planofitnesstrainer.com/runtraining](http://www.planofitnesstrainer.com/runtraining)
- Prizes include \$100 and trophies awarded to top overall female and male 10K and 5K finishers. Trophies awarded to top male and female 10K and 5K finishers in each age group (Under 18, 19-29, 30-39 and 40+.)
- Course is ADA-compatible (compliant?)
- Dogs on leashes may run with their owners

Event schedule (February 18):

- Warm-up with Coach Oscar at 7:30 a.m.
- 1-mile Fun Run start at 8 a.m.
- 10K and 5K start at 8:30 a.m.
- [Live 80](#), a Dallas '80s cover band, performs 9:15-10:30 a.m.

Packet pick-up:

- February 16-17, 3-7 p.m., Luke's Locker in Plano (5717 Legacy Road, Suite 180, Plano, TX 75024)
- February 18, 6:30-7:30 a.m. at the event registration tables behind The Shops at Legacy (5741 Legacy Dr, Plano, TX, 75024)

Sponsors include Generational Equity as title sponsor and 100.3 JACK FM as exclusive radio sponsor. Additional sponsors include Benchmark Bank, Coach Oscar, Coca-Cola, Covenant Church Children's Ministry, Elizabeth Arden Red Door Spa, Fitz Group, Global Import Cars, Kiddin' Around Playcare, laMadeleine, Live80, Montgomery DDS, MyFitFoods, Oakley, PM Standley MotorCars, Pucker Up Impressions, Rosemeade Markets and Greenhouse, The Real Alliance Group, State Farm and Zales®.

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#### **About MakeAWay Charities**

MakeAWay exists to provide direct assistance to self-sufficient families who find themselves in unexpected, temporary financial crisis and prevent the domino effect of debt, welfare and poverty. Since its founding in 2009, MakeAWay has helped more than 1,000 families in North Texas, including keeping over 800 of them in their own homes. Visit [www.MakeAWayCharities.org](http://www.MakeAWayCharities.org) for more information or find us at [www.facebook.com/makeawaycharities](http://www.facebook.com/makeawaycharities) and [www.twitter.com/makeawaycharities](http://www.twitter.com/makeawaycharities).