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**Bigwig Races to offer race registration services exclusively from
RunningGuru.com for all races in 2012**

Running Guru also offers other services to help Bigwig Races create superior races

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Bigwig Races, a Colorado Springs based producer of top-notch 5K and 10K races, announced today that the official registration services provider for its races planned for 2012 will be RunningGuru.com, a Denver-based race services company.

“The experience and strength of a company like Running Guru will give us the instant credibility we’re looking for,” said Curtis Claar, co-founder and Sponsor Relations Manager for Bigwig Races. “We weren’t only looking for a great price on processing registrations, but we wanted a company that we felt would support both us and our race participants with the energy we would expect.”

In addition to customizable, clean, simple to use registration pages, Running Guru is one of few major registration service providers who support Discount Codes, a critical component of the Bigwig Races marketing strategy.

“We’re happy to help any way we can so Bigwig’s races are successful,” said John Hutchinson, founder and president of Running Guru and Race Director Guru. “Our success with other races all around the country comes from understanding frustrations and creating solutions that

alleviate them ... before the frustrations occur. Because of this success, we hope that over time our relationship with Bigwig Races will grow beyond registration services.”

The first 5K race to offer registration services from Running Guru will be the Hams and Hamstrings 5K, “Colorado’s Easter Day 5K,” which is one of only a very few races across the country planned for Easter Sunday. The race is open to serious runners, walkers, teens, and families alike. Prizes will be offered for first, second and third place finishes. Additionally, the race will be sanctioned by USA Track & Field and will be chip-timed. Registration for the race is available at hamsandhamstrings.com and runningguru.com

About Bigwig Races

Bigwig Races LLC was formed to create valuable sponsorship and promotional opportunities for businesses of all sizes by professionally producing 5K and 10K races. The Bigwig Races model ensures that every race is effective, both as a promotional vehicle and as a competitive sporting event to support community fitness. We leverage years of experience in advertising, publishing, process improvement, accounting, sales, event planning, and project management. Our principals also enjoy running in local and regional races and have participated in hundreds of races, some as a sponsored athlete. Complete information about Bigwig Races is available by calling (719) 362-3306 or by visiting bigwigraces.com

Running Guru

Running Guru was created by John Hutchinson, a marathon runner who became frustrated at having to navigate multiple websites to plan and manage his personal running events. His passion for running, coupled with over twenty years of technology experience, has led to the development of a company dedicated to serving the running community and, most of all, enhancing the runner's experience. The original site, RunningGuru.com, has become a leading destination for runners to locate and register for running events. With the success of Running Guru came the development of RaceDirectorGuru.com, the only fully-integrated race management solution of its kind. Complete information about Running Guru is available by calling 1-888-My-Guru-2 or by visiting RunningGuru.com

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