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Bigwig Races Launches RunSaver Deals Website

Social buying site to help market endurance sporting events including 5K and 10K races

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Bigwig Races, a Colorado Springs based producer of top-notch 5K and 10K races, announced today that they have launched RunSaver.com, a new website dedicated to promoting endurance athletic events.

“We have seen great value from promoting our races in traditional group buying and daily deal websites. The only problem was that we were just another deal in the bunch,” said Curtis Claar, co-founder of Bigwig Races. “Our RunSaver service will partner with other event promoters and bring them a valuable service not currently available anywhere else. We’re focused only on runs and other races.”

RunSaver is designed to cut through all the clutter that passes through runners’ inboxes each week and provide something directly relevant to them, specifically great discounts for events for which they may be interested in registering. RunSaver clearly will not email offers as often as other group or social buyer web sites, but each email sent will feature a run, walk, race, or another endurance athletic event.

For race directors looking to find new runners, RunSaver is the perfect way to acquire new runners as well as encourage returning runners by getting messages out quickly to the RunSaver database of runners. Event promoters and race directors are offered various partnership opportunities, all of which directly impact their net profit after commission

retained by RunSaver. Athletes will receive a weekly email announcing the currently featured event registration discount, featuring a discount of 50% or more.

About RunSaver

RunSaver is a deals website dedicated to promoting endurance athletic events by using a weekly email. RunSaver, RunSaver Deals, and RunSaver.com are trademarks of Bigwig Races. For more information and to subscribe, check out RunSaver.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

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