

Long Running Bayou Hills Run Changes Owners

Pensacola Sports to Own and Manage Race, Creative Learning Academy Still a Benefactor

Creative Learning Academy (CLA) and Pensacola Sports are pleased to announce the transition of ownership of one of Pensacola's longest running and widely-known running events, the Bayou Hills Run. Pensacola Sports will now be the owner and operator of the annual event which features a fun and unique 10k and 5k course through the East Hill neighborhood.

The Bayou Hills Run has served as a major fundraiser to support activities and programs at CLA. Fundraising continues to be a critical component to the advancement of an accredited, private, independent school like CLA. Creative Learning Academy will continue to support the success of this annual race and will receive charitable proceeds from the event.

"Adding race management expertise and new sponsors will enhance the race-day experience for participants and spectators," said Karen Bowdich, Director of Advancement and Marketing, Creative Learning Academy. "The time, talent, and energy Pensacola Sports is able to provide will drive the long-term growth and sustainability of this amazing event."

"Pensacola Sports is known for successful events like the Double Bridge Run and Pensacola Marathon and have worked with us on the Bayou Hills Run since 2016," added Bowdich.

Pensacola Sports is a private 501(c)4 not-for-profit agency with a focus on education, inspiration and participation in various team, individual, amateur and professional sports activities. They own or assist in over 50 sporting events a year. In addition to the Double Bridge Run and Pensacola Marathon, other events owned by Pensacola Sports included the Subway High School All-Star Series, Pensacola Beach Firefighters Challenge, DeLuna's Beach Games, Sr. Scholar Athlete Banquet, and the Bud Light Tennis Tournament. They are also the sports tourism agent for Escambia County, assisting with nearly a \$24 Million economic impact in 2018.

"Having worked with CLA and getting to know the administration the last two years has been a great experience," said Ray Palmer, Pensacola Sports President. "Now being able to add Bayou Hills Run to our line-up of events is a great honor. We look forward to partnering with the community to grow this event to help benefit both CLA and Pensacola Sports."

Pensacola Sports and Creative Learning Academy are mutually supportive of the opportunity to increase children's physical activity levels through family participation.

The date for this year's race is Saturday, March 30. The start and finish are at Bayview Park. The event features a 10K, 5K, and Kids 1-Mile Run. The 10K is a USTAF certified course. Registration is now open and can be found at bayouhillsrun.org.

Palmer added, "Event management is a growing segment of our services, especially with a focus to work with other not-for-profit organizations who often don't have the time, staff, or experience in event management. Working with Creative Learning Academy has been, and will continue to be, a real pleasure for Pensacola Sports."

About Pensacola Sports – Pensacola Sports is one of the oldest sports commissions in the United States, beginning in 1955. Today, Pensacola Sports manages or assists in numerous events a year throughout the Escambia, Santa Rosa, and Okaloosa county areas. Events include a high school all-star series, flag football, 5K-15K runs, marathons, triathlons, fishing tournaments, bicycle races, collegiate national championships, and annual awards and scholarships banquets to name a few. Pensacola Sports is the sports tourism agent for Escambia County. Pensacola Sports is dedicated to building a better community through sports.

About Creative Learning Academy - Creative Learning Academy is an accredited, independent school with approximately 200 students in preschool through eighth grade. CLA provides a personalized approach, challenging academic standards, creative teaching strategies, a full menu of arts and activities, and strong parental involvement; all of which empower our students to become confident, lifelong achievers.