



## FOR IMMEDIATE RELEASE

### The Levelland Main Street Program

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## Run the City of Mosaics

**LEVELLAND, TX May 3, 2023** – The Levelland Main Street, in partnership with the West Texas Running Club (WTRC), is excited to announce the return of a Levelland race, established over four decades ago. The Levelland Lope was first started in 1980 with Bobby Birdsong, a Levelland High School Biology Teacher and avid runner, as its race director. Birdsong would go on to serve in this capacity through 1988. Upon his passing the race would take on a memorial epitaph in remembrance of his service to Levelland and the WTRC.

The WTRC was started in 1972 by Gene Adams who moved from Tulsa, OK to Brownfield and met up with then High School Track Coach James Morris, who would go on to become the long-time Track and Field Director and Coach for South Plains College, in Levelland. The two men decided to start a running club, since at the time none existed in the area and the rest is history. Now, 300 plus members strong, the club is excited to be bringing this particular race, with a new flair and route back home, to Levelland.

Lydia Turner and Reeda York, race directors and WTRC members, recruited Tania Moody, Main Street Manager, to assist in this endeavor and the three ladies with the support and endorsement of the club, are excited to introduce the "Run the Mosaics, Bobby Birdsong Memorial Race." The concept was easy, said Moody, in Levelland, we are "Living la Vida Mosaic" and we want to showcase and share the amazing people and historic art pieces that make us unique. The 10K participants will run by 30+ mosaics and each one will be marked by a turquoise City of Mosaics Flag to catch the eye of passers-by. The 2M race and 1M Fun Run, will include 22+.

Other offerings that day will include goody bags for the runners, and (pre-ordered) t-shirts, food offerings, the chance to put a tile in the commemorative community mosaic, upon race completion. Downtown Levelland has over 20 unique retail boutiques for a variety of interests that open at 10am and we encourage visitors to hang out, enjoy some shopping, food trucks, and self-guided tours of The City of Mosaics.

Date & Time: June 10th, 7:30 - 10K, 8:00 - 2Mi, 9:00 - 1M

Location: City of Mosaics - Start: 607 Ave G, Levelland, TX

Race Info: Go to: [www.wtrunning.com/club-races/june-race/](http://www.wtrunning.com/club-races/june-race/) for Maps, Info and Registration

T-Shirts available for pre-order on form, for anyone interested. Order deadline June 3rd, 12pm.

Packet Pickup and Late Registration: Thursday, June 8, 12pm - 6pm, in Levelland and Lubbock.

Locations: Studio K, 806 Austin St, Levelland, & Foot Tech South, 4404 122nd St. Suite #700, Lubbock

Run the Mosaics Race will include three courses, 1M/2M/10K in Levelland, TX with the starting line at the corner of Houston and Ave G. Online signup will expire Wednesday, prior to race day at 12:00, Noon. Bib pickup and late registration will be at 6:45 to 7:15, by the Gazebo on that corner. Race times are listed above and allow for 10K runners to finish and get back to the starting line in time to run/walk the 1M Fun Run with friends, family or kiddos. We would like to invite everyone to come enjoy an experiential run that incorporates 30+ unique art pieces, a tree-canopy, two lakes and a small waterfall, 20+ retail locations and tons of fun!

Thank you to our sponsors, without whom we would not be able to do this: Foot Tech, Keeling Insurance, Invicta, Levelland Physical Therapy, Ag Texas, KLVT Radio and Allied Oilfield

## ABOUT LEVELLAND MAIN STREET

Downtown Levelland is “living the life mosaic; “making genuine connections through various mediums that bring people together to create something beautiful. Our vision is that the Levelland Main Street District will be a vibrant destination with treasured businesses that provide friendly shopping opportunities, unique entertainment venues, and quality culinary experiences in a revitalized historic district. Our mission is to revitalize and preserve the Levelland Main Street District by attracting visitors and businesses, creating quality of life events and promoting our historic integrity through the utilization of the four-point approach (design, economic vitality, organization, and promotion.) For more information, visit [www.downtownlevelland.com](http://www.downtownlevelland.com) .

