

HUNDREDS OF RUNNERS PARTICIPATE IN PHILADELPHIA'S SHORTEST ROAD RACE ON FEBRUARY 6 AT XFINITY LIVE! PHILADELPHIA

Philadelphia, PA (January 29, 2015) – Hundreds of runners and non-runners participate in the city's shortest road race during the Philly 0.0 Instant Gratification Run on Friday, February 6 beginning at 5:30p.m. at XFINITY Live! Philadelphia.

The Philly 0.0 Instant Gratification Run, created by New Era Events, is a road race that runners and non-runners can enjoy what is considered the best part of road races, the post-race festivities. The race will begin and end in the same location as the runners will cross the start and finish line to complete the 0.0 mile long race.

Participants can register at www.philly0dot0.com for only \$35. Every participant will receive a t-shirt, number bib, and access to post-race activities. A portion of the proceeds from the race will go to Children's Country Week Association.

Post-race festivities include live music provided by Bangarang and Bryen O'Boyle of the former local cover band Mr. Greengenes.

For more information about Philly0.0 Instant Gratification Run visit www.philly0dot0.com or www.xfinitylive.com.

XFINITY Live! Philadelphia is a dining and entertainment district centered in the heart of the South Philadelphia Sports Complex. The one-of-a-kind venue features over a dozen restaurant and entertainment choices, including six main venues: Broad Street Bullies Pub, PBR Bar & Grill (Professional Bull Riders), Philly MarketPlace, Spectrum Grill, Victory Beer Hall and the first-ever NBC Sports Arena. XFINITY Live! is a joint partnership between Philadelphia-based Comcast-Spectacor and Baltimore-based The Cordish Companies.

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