

# PRESS RELEASE

## SHENANDOAH APPLE BLOSSOM FESTIVAL®

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FREDERICK COUNTY  
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### **Monoflo International Boosts Shenandoah Apple Blossom Festival® as New Valley Health 10K Sponsor**

Winchester, Virginia, Feb 13, 2024 - The Shenandoah Apple Blossom Festival® and Frederick County Parks and Recreation are thrilled to announce Monoflo International as a new Valley Health 10K sponsor, enhancing the event by significantly boosting the prize money for both overall and local race winners. The new payout distribution for 1st through 4th place overall male and female winners is as follows: 1st place - \$1,500, 2nd place - \$1,000, 3rd place - \$750, and 4th place - \$500. This substantial increase aims to further incentivize participation and acknowledge outstanding performance in the race. Furthermore, to highlight local talent, the top 3 overall local male and female winners will also receive impressive prizes. The revised payout for local winners includes \$1,000 for 1st place, \$750 for 2nd place, and \$500 for 3rd place, providing recognition and support for the local running community. Monoflo International will also sponsor a "Beat the Course Record" payout, rewarding any male or female race winner who surpasses the current course record times of 28:47 for males and 33:25 for females with a generous amount of \$5,000. This exciting partnership promises to elevate the competition and celebrate exceptional achievements in the upcoming event.

"Monoflo International joins our existing awards sponsor Runners' Retreat (owner Mark Stickley) who has sponsored local winner prizes for several years," said Brad Veach, Executive Director of the Shenandoah Apple Blossom Festival®. "We are delighted to welcome Monoflo International as a sponsor for the Valley Health 10K event. Their support not only enhances the prize money for our winners but also adds an exhilarating challenge with the 'Beat the Course Record' payout. We are confident that this partnership will raise the bar for the competition, attract more participants from around the region and create an unforgettable experience for all participants."

Andrew Keefauver, Superintendent of Recreation for Frederick County Parks and Recreation said, "We are excited to announce that Monoflo International will be an awards sponsor for the Festival's Valley Health 10K. Monoflo International is committed to our community of runners, by becoming an awards sponsor, increasing the overall and local awards prize purse. Monoflo's goal in becoming an awards sponsor is to promote and increase participation for recreational and seasoned runners alike. We are thrilled to be able work side by side again this year with the Shenandoah Apple Blossom Festival® and embrace our community sponsors."

Race registration opened Monday, January 29, 2024. Runners from all over are encouraged to sign up and be a part of this highly anticipated event. The Valley Health 10K, a highlight of the Shenandoah Apple Blossom Festival®, will take place on Saturday, May 4, starting at 8:30 am on Handley Boulevard. With Monoflo International's increased prize money and the opportunity to beat the course records, the competition is expected to be fierce and thrilling.

In addition to the Valley Health 10K, the festival also offers the Shenandoah Valley Orthodontics Kids' Bloomin' Mile, a fun-filled race for children. This event will kick off the festivities on Friday, May 3, at 4 pm, also taking place on Handley Boulevard. Families are encouraged to bring their little ones and witness their joy as they participate in this exciting race.

The Shenandoah Apple Blossom Festival® is dedicated to providing an exceptional experience for participants and spectators alike. This new collaboration not only enhances the prize money and competition but also highlights the festival's commitment to celebrating exceptional achievements. Don't miss out on this incredible event and the chance to be a part of the Shenandoah Apple Blossom Festival's rich tradition.

About Shenandoah Apple Blossom Festival®:

The Shenandoah Apple Blossom Festival® is an annual celebration in Winchester, Virginia, showcasing the beauty of the blooming apple trees and offering a wide range of events and activities for all ages. The festival, which has been a cherished tradition since 1924, attracts visitors from near and far, providing a vibrant and memorable experience.

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For more information about Shenandoah Apple Blossom Festival®, please visit <https://www.thebloom.com/>  
To register for the Valley Health 10K or Shenandoah Valley Orthodontics Kids' Bloomin' Mile hosted by Frederick County Parks & Recreation, please visit [www.runatthetop.net](http://www.runatthetop.net)

For additional details about prizes and payout guidelines, please visit <https://www.runatthetop.net/2024-apple-blossom-awards>

For more information about Monoflo International, please visit: <https://miworldwide.com/>

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