



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Oakland University's Historic Meadow Brook Hall to be Finish Line for Inaugural "Brooksie Way" Half Marathon

Waterford, Michigan – Jan. 4, 2008 – The grounds of Oakland University will be the start and historic Meadow Brook Hall will be the finish line for the inaugural Brooksie Way Half Marathon, Oakland County Executive L. Brooks Patterson announced today.

Patterson made the announcement today at Meadow Brook Hall with officials from the Crim Fitness Foundation, which is co-sponsoring the race with Oakland County. Also in attendance were representatives from Oakland University, the cities of Rochester and Rochester Hills and the Paint Creek Trailways Council.

"Runners who have seen the course say this is among the most beautiful in the country," Patterson said. "We wanted to give the participants a snapshot of Oakland County. The fact that we were able to include some picturesque neighborhoods, parts of our trail system and then finish at majestic Meadow Brook Hall makes this a truly special event."

Health Plus of Michigan was recognized as a presenting sponsor for the Oct. 5 event. The inaugural Brooksie Way logo, which was created by Ford & Earl Associates of Troy, was also unveiled for the first time.

The Crim Fitness Foundation has hosted the Crim Festival of Races in Flint for more than 30 years. The 2007 race drew more than 15,000 participants and is one of the leading road races in the United States.

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L. Brooks Patterson, Oakland County Executive

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-2-

“We have every intention of bringing the tradition and the magic of ‘The Crim’ to Oakland County,” said Deb Kiertzner, race director for the Crim Festival of Races. “Everything that has made the Crim what it is for 32 years – course entertainment, medical preparations and the attention to detail – will be brought to the Brooksie Way. We’re excited to be part of it.”

The race is named in memory of Brooks Stuart Patterson, the son of the county executive. The younger Patterson died as a result of a snowmobiling accident in February, days after his father had announced plans for the race during his annual State of the County address. The race is part of Patterson’s wellness initiatives to improve the health of county residents.

Patterson said the event is a fitting tribute to his son, 28, who was married and the father of three children. His son, a Lake Orion resident, was a businessman and entrepreneur whose passion for his family and friends and his zest for life were models for others.

The race is scheduled for Oct. 5. The Brooksie Way includes a 5K race/walk and is part of the official Crim Training Program, which begins May 1 in Oakland and Genesee counties.

The race course will take runners through Rochester and Rochester Hills and include stretches of both the Clinton River Trail and the Paint Creek Trail. Those who finish the demanding 13.1 mile course will cross the bridge to Meadow Brook Hall complete their trek.

More information about race registration is available at www.thebrooksieway.com.

-30-