

# **2004 Fifth Third River Bank Run**

## **May 8, 2004**

### **FAST FACTS**

- **REGISTRATION.** Participants can register for any Fifth Third River Bank Run event at [www.53riverbankrun.com](http://www.53riverbankrun.com). Participants can register online until April 30 and the Fifth Third River Bank Run will absorb participants' credit card processing fees (approximately \$2 per online entry). This means that it will cost no more to register online than it would by mailing in a paper entry form. 27<sup>th</sup> Annual Fifth Third River Bank Run commemorative apparel is also available for purchase online. Entry forms will be available at any Fifth Third Banking Center and Sheldon Cleaners location as of January 19. Participants can register via the mail and take advantage of early registration fees of \$23 for the 25K, \$20 for the 5K Run, \$15 for the 5K Walk and \$5 for Junior until April 23. Walk-in registration is currently available at any Gazelle Sports location.
  
- **NEW IN 2004**
  - In addition to corporate-sponsored, speed teams, and military teams, clydesdale and public service divisions has been added to the Team Competition. Traditional team rules, fees and weight classes apply to participants choosing to participate on clydesdale teams. Public service team members consist of police people, firefighter and paramedics, and all Public Service team fees will be waived
  - runGazelle.com joins Fifth Third River Bank Run's training offerings with a \$10 runGazelle.com discount with a paid Fifth Third River Bank Run entry on a 20 week training program. Participants are matched with a coach for track speed work every Wednesday, guided training runs every Saturday, coach evaluations and full access to the runGazelle.com training website. The Grand Rapids Running Club will again offer their free of charge mentoring program every Saturday beginning January 10 at 8:00 a.m. from John Ball Park.
  
  - A Fifth Third River Bank Run post race party will be hosted at Damon's Bar & Grill on 28<sup>th</sup> Street from 5:00 to 8:30 p.m. For a \$6.50 cover charge, participants will take advantage of refreshments, dance to live music, meet elite athletes, register for door prizes and network with other runners.
  
  - Fifth Third River Bank Run is recruiting 10 of the most spirited high school cheerleading squads and school bands in Kent and Ottawa counties to compete in the School Spirit Challenge. The groups will perform along the 25K course on race day and be judged on spirit, creativity, volume of enthusiasm, and the ability to interest and motivate runners. Prize donations will be made to the winners' schools in the amounts of \$500 for first place, \$300 for second place and \$200 for third place in both divisions
  
  - The Sports and Fitness Expo will take place at the new DeVos Place and feature an expanded array of vendor booths and a Fitness Gear Fashion Show.

### **2003 WINNERS RETURNING TO COMPETE IN 27<sup>th</sup> ANNUAL FIFTH THIRD RIVER BANK RUN**

GRAND RAPIDS, MICHIGAN (JANUARY 8, 2004)—Fifth Third River Bank Run officials have announced that the 2003 winners -- Dan Browne (United States) and Albina Ibanova (Russian) -- will travel to Grand Rapids to compete in the 25K race on May 8. In addition, second place finisher Joseph

Kariuki (Kenya) has also made the commitment to race on May 8. In 2003, Browne took first place with a time of 1:16:13 while Kariuki finished one second later with a time of 1:17:13. Ivanova finished first with a time of 1:27:28.

The first American since 1996 to win the Fifth Third River Bank Run, Dan Browne ran the 25K event for the first time in 2003. In addition to accomplishment in Grand Rapids, Browne's road race achievements include first place in '01 and '02 New Haven 20K (59:21) and first at the '02 Twin Cities Marathon (2:11:38).

Joseph Kariuki, who set a former 25K World record (1:13:55) on the River Bank Run course in '98, has also made the commitment to race the streets of Grand Rapids on May 8. Since setting the former 25K World record in '98, Kariuki has been back to Grand Rapids annually to attempt a repeat performance and take advantage of the \$5,000 Fifth Third World Record Bonus which has been in place since '99. Although he took first place in '99 and '00, fifth in '01, third in '02 and second in '03, Kariuki has not been able to break his own record.

Albina Ivanova's career includes a second place finish at the '02 Honolulu Marathon (2:29:53), first in '02 Dubai (2:33:31) and first in '02 and second in '01 Omsk International (2:30:21). Ivanova also took first in '02 Russian Championship 4K X-C and second in '01 Athens.

### **PRIZE MONEY FOR THE 5K RUN**

GRAND RAPIDS, MICHIGAN (January 8, 2004) Fifth Third River Bank officials are pleased to announce that the Fifth Third 5K Run will feature a prize purse for the first time in the event's history. Prize money will be awarded as follows to the top three male and female participants of the Fifth Third 5K Run: \$500 to first place, \$300 to second and \$200 to third place finishers. The Fifth Third River Bank Run 25K is offering \$77,900 in prize money for 2004.

"Prize money will allow us to take the 5K Run on May 8 to a new level," says Greg Meyer, Elite Athlete Recruiter, Fifth Third River Bank Run. "The prize money will help tremendously in recruiting Michigan elite athletes who excel at the 5K distance."

### **PINE REST CHRISTIAN MENTAL HEALTH SERVICES SELECTED AS OFFICIAL CHARITY FOR THE SECOND TIME**

GRAND RAPIDS, MI (January 8, 2004) –Fifth Third River Bank Run officials are pleased to announce that Pine Rest Christian Mental Health Services will be the official charity benefactor for the 27<sup>th</sup> Annual Fifth Third River Bank Run 2004 Charity Challenge.

Pine Rest will benefit from the Fifth Third River Bank Run in the following ways:

- Fifth Third Bank will donate \$1 from each 25K, 5K Run and 5K Walk entry to Pine Rest.
- Participants can add a small gift to their race entry form. River Bank Run participants who add \$50 to their entry fee will receive a \$25 gift certificate to Sheldon Cleaners.
- Participants can rally the support of their friends, family and neighbors by raising pledges for Pine Rest through their race participation.
- Participants can make a direct, tax deductible gift to Pine Rest by logging on to: [www.pinerest.org](http://www.pinerest.org) or contacting Kurt Wassink, Executive Director, at 616/281-6456.

Pine Rest Christian Mental Health Services was founded in 1910. Situated on a 200-acre wooded campus in Grand Rapids, Michigan, Pine Rest has one of the Midwest's largest staff of psychiatrists working with nurses, psychologist, social workers, educators and clergy. A

recognized leader in mental health care, Pine Rest is one of the state's largest institutions providing a continuum of services for all ages.”

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$89 billion in assets, operates 17 affiliates with 952 full-service Banking Centers, including 132 Bank Mart® locations open seven days a week inside select grocery stores and 1,905 Jeanie® ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida and West Virginia. The financial strength of Fifth Third's affiliate banks continues to be recognized by rating agencies with deposit ratings of AA- and Aa1 from Standard & Poor's and Moody's, respectively. Additionally, Fifth Third Bancorp continues to maintain the highest short-term ratings available at A-1+ and Prime-1, and was recently recognized by Moody's with one of the highest senior debt ratings for any U.S. bank holding company of Aa2. Fifth Third operates four main businesses: Retail, Commercial, Investment Advisors and Fifth Third Bank Processing Solutions. Investor information and press releases can be viewed at [www.53.com](http://www.53.com). The Company's common stock is traded through the Nasdaq National Market under the symbol "FITB".

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FOR MORE INFORMATION:

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