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THE BOAR'S HEAD'S ANNUAL TURKEY TROT TO CELEBRATE 29th RUNNING THIS THANKSGIVING

*Annual Holiday Highlight to Benefit University of Virginia Children's Hospital Expected to
Again Draw 1,300 Runners And Walkers of All Ages*

Charlottesville, VA (October 18, 2010) – The Boar's Head is celebrating its 29th running by bringing together local residents, their families and friend and our hotel guests for Charlottesville's Thanksgiving Day "Turkey Trot." Online registration opens Tuesday, October 19, 2010 for this unique event and is expected to sell out quickly.

The Turkey Trot is a popular annual event thanks to its unique combination of a 5K road race, costume party and baby jogger parade. Each year the event benefits the University of Virginia Children's Hospital. "In 2009, we raised \$32,000. Our goal for 2010 is to be well over that amount," said Bret Garrison, Event Coordinator at Boar's Head Sports Club.

"This is truly a unique, community-oriented event," said Mark Lorenzoni, Co-Owner of Ragged Mountain Running Store. "It's always inspiring to see the turnout each year, especially when you see multi-generational family members participating together. What brings me back each year, though, is donating my time and help to an event that benefits a charity like the UVA Children's Hospital."

“There are few better ways to kick-off the holiday season than by giving back to the miracle-makers at the University of Virginia Children’s Hospital and enjoying our colorful and fun-filled festivities,” added James Neiderer, Boar’s Head Sports Club Manager. “We expect this year to be another great success and urge all those interested in participating to get their entries in as soon as possible.”

Online registration opens on Tuesday, October 19th at <http://www.uvaturkeytrot.com> and this site will also include answers to commonly-asked Turkey Trot questions. Registration will close on November 20th or whenever the field reaches its capacity of 1,300 participants.

Those registering for the 2010 Turkey Trot on or before November 5th can do so for \$25 (ages 5-14) or \$35 (ages 15 and over). Entry fees after November 5th will be \$30 (ages 5-14) and \$50 (ages 15 and over).

All registered participants must pick up their race day number and Turkey Trot t-shirt either on November 22nd between 4:00 p.m. and 8:00 p.m., or on November 23rd between 7:00 a.m. and 10:00 a.m. or 4:00 p.m. and 8:00 p.m. at the Boar’s Head Sports Club, located at 200 Wellington Drive off 250 West. Failure to do so will result in disqualification from the race and forfeiture of registration fees. Race numbers and t-shirts are not available for pickup on race day. Due to the event’s popularity, participants are encouraged to arrive no later than 8:30 a.m. The run begins promptly at 9:00 a.m.

For more information on the 2010 Boar’s Head Turkey Trot, please visit <http://www.uvaturkeytrot>. For information on The Boar’s Head or to make overnight reservations, call 434-972-2232 or 800-476-1988; or visit the resort’s website at www.boarsheadinn.com.

The Boar’s Head, a 170-room resort set on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art Sports Club, tennis, championship golf, a luxurious spa, children’s programs, meeting space, and proximity to attractions such as Monticello, the Blue Ridge Mountains, and a variety of outstanding local wineries. The resort is owned and operated by the University of Virginia Foundation.

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