

OFFICE OF THE
DISTRICT ATTORNEY
COUNTY OF SANTA BARBARA
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District Attorney



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RELEASE DATE

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***** PRESS RELEASE *****

May 20, 2014

The Santa Barbara District Attorney's Office presents
The 15th Annual Platinum Performance State Street Mile
June 1, 2014

A benefit for the Victim Emergency Fund

First event: 8:00 a.m.

Come join the Santa Barbara County District Attorney's Office on Saturday, June 1, 2014, for the 15th Anniversary of the Platinum Performance sponsored State Street Mile in beautiful downtown Santa Barbara. This unique event features a gradual downhill on State Street with something for everyone and every "Dog" who runs, walks, strolls, or jogs The event will include the popular YMCA Family Fun Mile, the Unofficial World Championship Dog Walk and Run, (8) age group categories, and the Hoka One One sponsored elite mile for the serious runner. Awards will be given in every category including \$4,000 in prize money and course record bonuses for the elite categories. The event is part of the local **SBAA Grand Prix and Junior Grand Prix Series** and a **Bring Back the Mile** featured event, a series of races which showcase the best mile events across the country.

The **State Street Mile** began in 1983 as a grass roots running event organized by a few local runners seeking the thrill of running a downhill mile through Santa Barbara's scenic downtown corridor. It slowly grew into a locals' favorite, offering a unique running and racing opportunity. In year 2000, the Santa Barbara County District Attorney's Office Victim Witness Assistance Program resurrected the State Street Mile, bringing back a popular running event to raise funds for the District Attorney's Crime Victim Emergency Fund. "The State Street Mile has not only been a great community event, but has also positively and tangibly impacted many crime victims' lives," commented District Attorney Joyce Dudley. "Each participant has had a role in supporting people to get back on their feet after undergoing a traumatic event."

On Saturday, May 31, 2014, there will be event registration and bib number pick-up at Santa Barbara Running Company, located downtown at 110 Anacapa Street, from 11:00 a.m. to 4:00 p.m. (Race day registration will begin at 8:00 a.m. at Pedregosa and State Street in Santa Barbara.)

To register or for more information, go to: www.sbmile.com.

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