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Second Annual Newport Night Run Delivers \$10,000 to Newport Public Education Foundation

The annual nighttime road race eyes new spring date for third iteration

NEWPORT, RI – Gray Matter Marketing is pleased to announce that the second annual Newport Night Run resulted in a charitable donation to the Newport Public Education Foundation (NPEF) in the amount of \$10,000. This brings the two year fundraising total to \$20,000 through this event.

Despite frigid temperatures and a wind chill close to zero, nearly 500 participants came out to participate in the February 20 run. The family-friendly event consisted of a 3.1 mile (5 kilometer) walk or run, beginning and ending at Easton's Beach.

Keith Tavares, President of the Newport Public Education Foundation, praised the impact of the event for the community.

"The Newport Night Run has been a great event and the funds raised will make a world of difference to the youth in Newport," he said.

While the event was a success, event organizer Matthew Gray said the organization is exploring moving the event to the spring.

"We were honored to once again partner with the Newport Public Education Foundation on this event and I am pleased with the event's success," says Gray, president of Gray Matter Marketing. "That said, I think a warmer date would allow us to grow the event and make it even more impactful for the Newport public school system."

Gray is a graduate of Rogers High School class of 1998 and attended Underwood Elementary and Thompson Junior High School in Newport.

The Newport Night Run is the only nighttime road race held in Newport. The event is made possible through support from the Newport Public Education Foundation, Fidelity, Discover Newport, Webster Bank, TAC Technologies, the Preservation Society of Newport county, Newport Investments, Newport Film, Teachers Association of Newport, People's Credit Union, Salve Regina University, Forster Orthodontics, Newport Hospital, O'Brien's Pub and Corrigan Financial. For more information about the event, please visit www.newportnightrun.com.

About Gray Matter Marketing

Gray Matter Marketing is a full services marketing consulting and event management agency. The company works with clients to maximize sales and marketing capabilities, create turnkey events, and maintain an engaging social media presence. For more information on Gray Matter Marketing's offerings and events, please visit www.graymattermarketing.com.

About the Newport Public Education Foundation

The Newport Public Education Foundation (NPEF), established in 1991, is an independent, non-profit 501(c)(3) whose mission is to improve the performance of Newport public school children by enhancing their educational opportunities and by building broad-based community support for quality public education. For more information on the NPEF, please visit: <http://www.npef-ri.org/>

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