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## Reservoir Run: A Family Affair

By Lou Fancher



About 2,200 runners are expected at this year's race; the start of last year's race is pictured above.

Photo Ohlen Alexander

pancake breakfast, a student band and a health fair. LASF is joining us this year and they'll have a kid's zone."

The City of Lafayette is also partnering with the LCC to present a free, outdoor movie the night before: Pixar's *Monster's, Inc.* will be screened Saturday, October 30, at 7:00 p.m. at the Lafayette Plaza.

Proceeds from Sunday's run go directly to the PTA's at Lafayette schools. Registrants can direct ten percent of their fees to the school of their choice. After the chamber's bills are paid, the remaining funds are distributed equally amongst the five schools. "The money goes to support extra-curricular activities," Lifson explains.

Registration opens at 6:30 a.m., with staggered race times beginning at 8:30 a.m. Runners can register the day of the race. "Bring everybody," Lifson answers, when asked if he has any last words about the event.

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The Lafayette Chamber of Commerce (LCC) is teaming up with the City of Lafayette and the Lafayette Arts and Science Foundation to help everyone work off their Halloween candy-before they've actually eaten it-by participating in the 2010 Reservoir Run on October 31st.

"We're ahead on registration this year," says LCC Executive Director Jay Lifson. "We expect about 2,200 runners and 5,000 spectators." The numbers give credence to his assertion that the run is Lafayette's "most popular family event."

Last year, the Chamber was able to give close to \$17,000 to the local schools that benefit from the run. "With a good attendance, there's a chance to raise a good amount of money to help our schools again," Lifson says, clearly delighted at the prospect.

In fact, if he weren't too busy keeping the runners, the stroller brigade, the dogs on leashes, the Emergency Medical Team and the 150 volunteers organized, Lifson would love to slap a number on his chest and run a 10k, 5k or 2 mile race. "I was a four-and-a-half minute miler, in my day," he boasts, admitting, in the next breath, his running days are over.

"This is all about getting the families out," he says. "There's a