

For immediate release
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Dash into North Grand Mall for the Iowa State University Cyclone™ Retail Race

AMES, IA ---- Navigate Cyclone country! Dash to prizes, ISU game tickets and a pep rally at the first-ever Cyclone Retail Race from 11 a.m. to 1 p.m. Saturday, February 27 at North Grand Mall.

Athletes, couch potatoes and Cyclone boosters can pick up an entry card at the ISU booth near center court starting at 11 a.m. Pre-registration for this super easy race is not required. Racers must visit all participating stores to get their card filled out and return it to the ISU booth by 1 p.m.

All participants receive a free ISU t-shirt, while supplies last, and a chance to win the grand prize package including a Garmin nuvi 255W GPS Receiver, two tickets to the February 27 ISU vs. Kansas State women's basketball game, gift cards from JCPenney and Younkers, and a basket full of official Cyclone gear.

One winner for the grand prize will be drawn just after 1 p.m. Entrants need not be present to win and must be at least 18 years of age to enter. No purchase is necessary.

Families are invited to participate and enjoy a day of fun. Cy, ISU's famed mascot, will be on hand for photo ops and visits with children, starting at 11 a.m. Kids can get their own ISU temporary tattoo during the event. Fans can meet members of the Iowa State Volleyball team from 11 a.m. to 11:30 a.m. The ISU Cheerleading Spirit Squad will greet fans starting at 12:30 p.m. and host a pep rally just prior to the race conclusion at 1 p.m.

Fans can watch the ISU men's basketball game vs. Colorado starting at 12:45 p.m. on Flame 'n Skewer's new big-screen TV. Flame 'n Skewer will offer a lunch special of buy one, get one meal half-off during the event.

For more information, contact North Grand Mall at 515-232-3679 or visit www.northgrandmall.com or www.trademark.iastate.edu/onerace.

North Grand Mall, located at 2801 Grand Avenue, is home to JCPenney, North Grand 5 Theatre, Younkers and nearly 50 fine shops and services. North Grand Mall is open from 10 a.m. to 9 p.m. Monday through Saturday and noon to 5 p.m. Sunday.

North Grand Mall supports the community with multiple programs throughout the year. Past activities include: Toys for Tots, Holiday Giving Tree and semi-annual Community Fairs.

North Grand Mall is owned and managed by GK Development, Inc.

About GK Development, Inc.

GK Development, Inc acquires, re-develops, manages and leases well-located properties in growing markets. The Barrington, Illinois-based company owns 5 million square feet of space located in nine states. The company was founded in 1995. For more information visit www.gkdevelopment.com

About Iowa State University Trademark Licensing Office

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