

FOR IMMEDIATE RELEASE

Union City Grille

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RUNNING OF THE GOURDS

Union City Grille and Kelly Heinz-Grundner Foundation for the *UCG Halloween Treat 5k Run*

(October 4, 2009, Wilmington, DE) Enjoy nature's autumn palette at the inaugural Union City Grille/Kelly Heinz-Grundner Brain Tumor Foundation *UCG Halloween Treat 5k Run*, scheduled for October 31, 2009. The race will begin at 9:00 a.m. on Union Street (near 8th), continue to Rockford Park and back to Union Street, where Union City Grille will host a Halloween parade for the little pumpkins, award prizes to participants, and offer food, drinks, candy and live music by Paul Lewis.

Registration begins at 8:00 a.m. at Union City Grille (UCG). Supporters can cheer participants on and line up for the 10:00 a.m. costume parade down Union Street. Young and old alike can walk, jog or run along Wilmington's tree-lined Bancroft Parkway on what is often the last warm weekend of the year in Delaware. On Friday, October 30, runners can "carbo load" with a specially-priced UCG dinner that includes its hand-made pasta (while their friends can enjoy dishes that include seasonal Kennett Square Mushroom and Pumpkin Risotto).

The entry fee (\$17 until October 28, and \$20 from October 29 through the day of the race) is tax deductible, and all registrants receive a t-shirt. To register, follow the link to the registration form located on the race website (<http://www.ucgkhg5k.com/index.html>). For race-specific questions, contact race director Wayne S. Kursh at 302.654.6400 or info@races2run.com.

Cash and other prizes will be given to the three fastest male and female runners, runners in eight age groups, including 13 and under and 70 and older, and the top three walkers. Participants' numbers will also be drawn at random for gift cards, other prizes and special awards. In the tradition of Dewey Beach's Running of the Bulls, and Philadelphia's Running of the Santas, spectators will no doubt see runners donning costumes—it *IS* Halloween, after all.

UCG owner / chef Matthew Curtis worked with Kelly Heinz-Grundner (for whom the Foundation is named) for three years. She died of a grade-four malignant brain tumor in September 2004 at the age of 31. Curtis says of her widower, "Chris Grundner is one of the most admirable, genuine human beings I've ever met. I just admire his drive and what he's done." All proceeds from the *UCG Halloween Treat 5k Run* benefit the Kelly Heinz-Grundner Brain Tumor

Foundation which uses the funds primarily in support of its *Get Your Head in the Game* movement.

The *Get Your Head in the Game* movement was created to (1) bring a national spotlight to brain tumors and educate the public and medical professionals about the facts, symptoms and proper diagnosis techniques; (2) to help drive down long-term health-related costs related to the disease; and (3) to bring more people to the fight against

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this terrible disease. The Foundation has raised \$750,000 in four years for public awareness, medical education and disease research.

In addition to an athletic competition and a fundraiser, the event is a celebration for Union City Grille, an anchor in Wilmington's Little Italy. UCG recently marked its one-year anniversary under the ownership of Matthew Curtis, and as a gesture of thanks to the community UCG donated a portion of its anniversary week sales to four organizations—Big Brothers Big Sisters of Delaware, Ronald McDonald House, Delmarva Red Cross and AIDS Delaware. Having taken part in the Foundation's runs in the past, it was natural for Curtis to include the Foundation in UCG's "Season of Giving." He hopes that the family-friendly run will draw 1,000 runners and raise \$15,000. Says Curtis, "In these turbulent economic times, I thought the money I might have spent on a lavish anniversary celebration would be better spent on bringing people together to help those in need."

Upon completion of the 5k, Curtis will immediately pack his knives and head to Wilmington University to cook for its Green and White Ball, a masquerade ball benefiting the Wilmington University Scholarship Fund. UCG regularly participates in fundraisers such as the March of Dimes' *The Farmer and the Chef*, Meals on Wheels' *Meals from the Masters*, the Red Cross' *Caps and Corks* and *Monte Carlo Night, A Taste of Little Italy* and the *8th & Union Dine Around* (neighborhood-wide dining events benefiting West End Neighborhood House).

The ***Halloween Treat 5k Run*** is a Michelob Ultra "Race to the Finish" 5k Restaurant Series Event.

About Union City Grille

Union City Grille is located at 805 N. Union Street in Wilmington, Delaware. Known for the best seasonal ingredients, hand-made pastas, flatbread from the hearth, fresh fish and house-rub seasoned steaks, and a relaxing atmosphere, Union City Grille's credo is, "Food that tastes the way it should." Free parking is available on-site. Lunch is served Monday through Friday and dinner seven nights a week. UCG's menus can be found on www.unioncitygrille.com, and regular

specials range from Two-Dollar Tasty Sundays (football fare—with style) to a Gourmet Kids Menu (kid-sized and kid-priced...grownup taste). Reservations can be made through the restaurant (302.654.9780) or on OpenTable.Com.

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For more information on this event or to schedule an interview, please contact Matthew Curtis at 302.757.1000 or email MatthewCurtis@unioncitygrille.com

For more information on the race, visit the official website:

<http://www.ucgkhg5k.com/index.html>

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