



Office of the City Clerk

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Legislation Text

File #: R2014-851, Version: 1

RESOLUTION

WHEREAS, Steve Ginsburg and Paul Rosenblum, lifelong friends and college classmates, opened the retail running store, Running Away Multisport, in 2002; and

WHEREAS, After opening the store, they were tasked with organizing a neighborhood fun run, the Bucktown 5K; and

WHEREAS, Ginsburg and Rosenblum then founded RAM Racing, a race-production company, to host racing events; and

WHEREAS, RAM Racing introduced the Hot Chocolate Series to Chicago in 2008; and

WHEREAS, The Hot Chocolate race has become renowned for the post-race sweet treats and an award-winning goodie bag that includes a hooded sweatshirt; and

WHEREAS, The Hot Chocolate Series has grown into one of the largest races in the Midwest and has races in 15 cities including Atlanta, Philadelphia, San Francisco, Seattle and Las Vegas; and

WHEREAS, Since 2008, over 200,000 participants have participated in the Series; and

WHEREAS, The 7th annual race took place in Chicago on November 9th, 2014; and

WHEREAS, An estimated 45,000 runners and walkers participated in the Chicago race this year; and

WHEREAS, Over 31,000 runners from other cities traveled to Chicago to participate in the race; and

WHEREAS, A 3k walk also took place on November 9th benefiting Ronald McDonald House Charities and Little City Foundation raising over \$500,000; and

WHEREAS, It is estimated that the Hot Chocolate Series has an economic impact of \$40 million on the local economy including the creation of 1,000 jobs; NOW THEREFORE

BE IT RESOLVED, That we, the Mayor and members of the Chicago City Council do hereby congratulate Steve Ginsburg, Paul Rosenblum and RAM Racing for producing the wildly successful 7th Annual Hot Chocolate 15k/5k; and

BE IT FURTHER RESOLVED, That a suitable copy of this resolution be prepared and presented to Steve Ginsburg.

