Lace up your running shoes – or boots – and register today to help raise money for education. The ConocoPhillips Rodeo Run will be held Feb. 27, 2016. During the past 28 years, the event has provided hundreds of scholarships through the Houston Livestock Show and Rodeo™ (HLSR) Educational Fund, totaling more than \$4.5 million.

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The 29th annual ConocoPhillips Rodeo Run will take place Feb. 27, 2016. (Photo: Business Wire)

"Last year, we raised \$400,000 for the HLSR Educational Fund thanks to the commitment of our Rodeo Run participants," said ConocoPhillips Human Resources General Manager and ConocoPhillips Rodeo Run Chairperson Heather Sirdashney. "We're proud that 100 percent of our registration fees support college scholarships and look forward to contributing again through the 2016 ConocoPhillips Rodeo Run."

Runners and walkers of all levels are invited to participate in the 10K race or 5K run/walk. For the first time, all registrants will receive a performance running shirt. HLSR parade spectators will cheer on the ConocoPhillips Rodeo Run participants as they head to the finish line. As a continued ConocoPhillips Rodeo Run tradition, the family-friendly event will feature a popular costume contest, quality entertainment and a Texas-size post-race party.

The first event begins at 9:10 a.m. at the intersection of Walker and Bagby and finishes with a post-race party on Allen Parkway. This year's post-race party will include live music, plenty of food, prize giveaways and fun for all ages. Runners and walkers can register at www.conocophillipsrodeorun.com. Registration is \$30 until Feb. 6 and \$35 thereafter.

ConocoPhillips is able to donate all of the registration fees to the HLSR Education Fund because of dedicated volunteers and sponsors. Platinum sponsors are A-Rocket Moving & Storage, AIG, CBS Radio, Cox Media, H-E-B, Mercury Signs & Display and United Airlines. Gold sponsors include Bank of America, Bechtel, Fluor, Freudenberg Oil and Gas Technologies and Weatherford.

For more information, visit www.conocophillipsrodeorun.com or become a fan of the ConocoPhillips Rodeo Run Facebook page.

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