



The History of the ConocoPhillips Rodeo Run 27 Years Running | 1988-2014

Date

- Saturday, March 1, 2014

Start Times

- 8:55 a.m. Costume contest judging near the Hobby Center
- 9:10 a.m. Wheelchair division
- 9:20 a.m. 10K race
- 9:45 a.m. 5K fun run/walk

Start/Finish

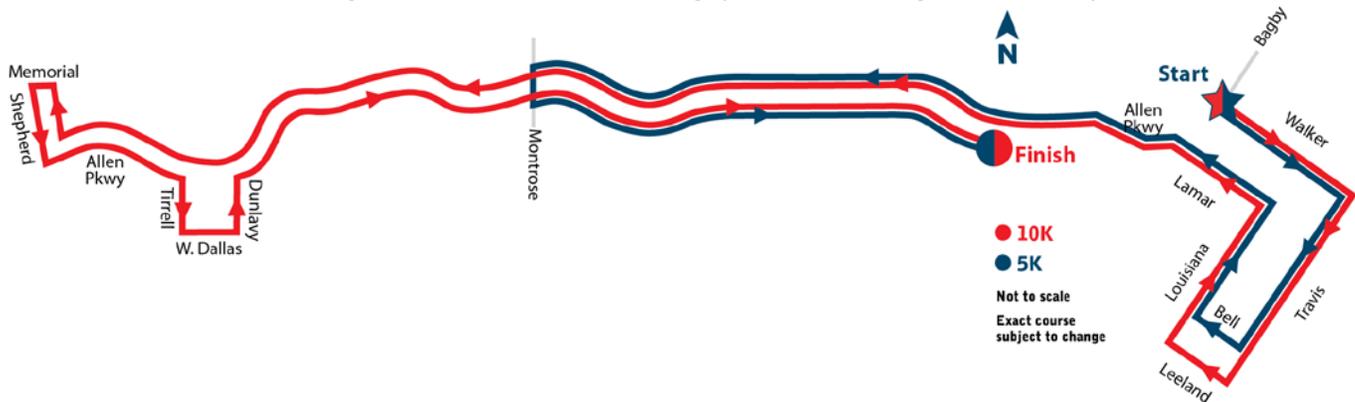
- Start Line: Downtown Houston at the corners of Walker and Bagby
- Finish Line: Along Allen Parkway

Registration

- \$30

The Course

- The original Rodeo Run was a 10K race from downtown to the Astrodome.
- In 2001, due to MetroRail construction, the course changed to a point-to-point race. This new course traveled through the newly revitalized central business district and ended at Minute Maid Park (then Enron Field).
- In 2003, a 5K course was added, appealing to a new group of runners and bringing in more participants.
- In 2013, the course changed to start at Walker and Bagby and finish along Allen Parkway.



Growth over the Years

- From **3,000 participants** to nearly **15,000**.
- From **300 employee and family volunteers** to **1,500**.
- From **\$32,000 raised for scholarships** at the first event to more than **\$3.7 million**, cumulatively.

Our Story

- In 1988, the late Colin Lee (Conoco executive) came up with the idea for the Rodeo Run.
- He envisioned the company supporting a race that kicked off the Houston Livestock Show and Rodeo™ (HLSR) Parade and donating all proceeds to the HLSR Educational Fund.
- The original Rodeo Run committee focused on safety as their top priority. The commitment has not changed.
- Rodeo Run runners and walkers are the first participants of the HLSR parade, passing thousands of cheering spectators at the start of the course.
- ConocoPhillips, now joined by a number of sponsors, continues to underwrite the race so that entry fees are donated to the HLSR Educational Fund – totaling \$3.7 million to date.

Course Records and 2013 Winners

ConocoPhillips Rodeo Run Men's 10K		
	<i>Name</i>	<i>Time</i>
2013	Sammy Kiplagat	30:37
Record, 1995	Sean Wade	29:20

ConocoPhillips Rodeo Run Women's 10K		
	<i>Name</i>	<i>Time</i>
2013	Mary Davies	32:53
Record, 2013	Mary Davies	32:53

The 5K course is non-competitive and is not a timed event.

Technology

- The 10K event is competitive and uses an electronic timing system and timing tag (chip).
- Individual timing and results are provided via e-mail to all 10K finishers. 10K runners can compare their 2013 results to their previous Rodeo Run results. 10K finishers can also download a video clip of themselves finishing the race.

Charity

- All Rodeo Run entry fees benefit the HLSR Educational Fund.
- ConocoPhillips has provided \$3.7 million in scholarships over the years through the Rodeo Run.

What makes us Unique?

- Each year, ConocoPhillips employee, contractor and retiree volunteers, as well as their family and friends, help power the race. It is truly a company-sponsored and -operated event.
- The first 1,800 online registrants can choose between a Brooks Podium Performance shirt or cotton t-shirt.
- The first 1,000 online registrants receive an admission pass to the Houston Livestock Show and Carnival tickets.
- The Rodeo Run offers unparalleled excitement. Thousands of cheering spectators line the start of the course as they await the HLSR parade, and hoopla teams throughout the course encourage participants on to the finish line.
- The event ends with a Texas-sized post-race party, complete with live country music, family fun and much more.
- In keeping with the longstanding tradition, finishers will receive a finisher's gift at the post-race party.
- Runners and walkers are encouraged to gussy up in wacky western running garb and enter the costume contest held just prior to the start of the race. The winner receives a roundtrip United Airlines ticket.

Website

- www.conocophillipsrodeorun.com