

Governor McMaster Presents Tourism Award to Cooper River Bridge Run at Conference

February 20



Pictured left to right are Gov. McMaster; Dr. Marcus Newberry, founder of the Cooper River Bridge Run; Irv Batten, Associate Race Director, and Duane Parrish, SCPRT Director

Columbia – In an awards luncheon at the Governor’s Conference on Tourism and Travel today, Governor Henry McMaster presented awards to people and places who made significant contributions to tourism in South Carolina.

The prestigious **Governor’s Cup** was given to the Cooper River Bridge Run, one of Charleston’s longest continuous events. Held the first Saturday in April every year, the race is ranked the 3rd largest 10K in the United States and 11th in the world. It attracts 40,000 participants who spend \$4.7 million on hotel accommodations, \$10.7 million at restaurants and \$1.1 million in entrance fees. About 60 percent of these participants are from out-of-town. The Bridge Run places an overall economic impact in Charleston of \$30 million in just one weekend.

In addition to the race itself, the race weekend has

- A 2-day EXPO with more than 120 vendors;
- A Kids Run held the day before, and a wheelchair competition – which is held on Saturday just before the big race, and
- A Taste of the Bridge Run – featuring 15 restaurants serving up local cuisine

The Governor's Conference on Tourism & Travel is held every winter in South Carolina as an opportunity for industry leaders to network, collaborate and leverage opportunities to grow tourism. For more information, contact Dawn Dawson-House at ddawson@scprt.com or 803-734-1779.