

**For Immediate Release:**

**Media Contact**

Jennifer Williams

919-459-3592

[jwilliams@919marketing.com](mailto:jwilliams@919marketing.com)

**KOLACHE FACTORY CHALLENGE 5K DEBUTS IN HOUSTON MAY 5**

*Newest Food-Themed Race Supports Hurricane Harvey Victims  
and Pays Homage to a Houston Food Icon*

**(HOUSTON, Texas – April 2018)** – The newest, hottest, food-themed run to hit the race circuit is coming to Houston’s Energy Corridor District on Saturday, May 5.

The inaugural [Kolache Factory Challenge 5K](#), sponsored by, you guessed it, Katy-based [The Kolache Factory](#), puts its promise of offering fresh, high-quality kolache pastries “on-the-run,” to the test. Runners who sign up for the “challenge” will be tasked with eating THREE sausage and cheese kolaches halfway through the 5K and then complete the rest of the race. There is also a “casual” 5K option where participants have the option of eating ONE kolache during the 5K run. At the finish line, more kolaches from The Kolache Factory await all, as well with a celebratory Cinco de Mayo Tecate or Dos Equis for participants 21 and older!

“We are thrilled to be the title sponsor of this exciting new event,” said Dawn Nielsen, Chief Operating Officer at Kolache Factory. “We hope all the participants have fun and enjoy our kolaches during and after the 5K.”

So, forget the Twinkie Run, the Corn Dog Challenge and the Pancake Race, the Kolache Factory Challenge 5K is THE food-themed race to support as it not only pays homage to the Lone Star State’s defining pastry — the kolache, but it also supports our neighbors who are still dealing with the effects of Hurricane Harvey.

A portion of all the net proceeds from the event will go to [Memorial Assistance Ministries \(MAM\)](#). In the aftermath of Hurricane Harvey, MAM helps families restore their lives. Whether the need is replacing lost essentials, help navigating the FEMA process, emotional support, connection to rebuilders, legal guidance or employment services, MAM is there to help. The need still exists, and proceeds from this race will continue to help families with limited resources.

“The Kolache Factory Challenge 5K at the Energy Corridor is a fitting fundraiser for disaster recovery for our families. Recovery is a long haul and needs the occasional energy boost to keep going,” said Martha Macris, MAM President and CEO. A fun event fueled by our hometown Kolache icon is just the way to keep families energized in their own marathons. Thank you to Kolache Factory and the Energy Corridor for always keeping the neighborhood in the forefront.”

Here are the race options and more race day details: [kolachechallenge5k.com](http://kolachechallenge5k.com)

**Challenge 5K** – Eat three (3) kolaches at the 1.5-mile mark and head to the finish line!

**Casual 5K** – Enjoy one (1) kolache at the 1.5-mile mark and save the rest until you cross the finish line.

**Virtual 5K** – Enjoy sleeping in but still earn race swag and visit Kolache Factory on your own time.

**'Kolache Kids' Fun Run 1K** – Untimed fun run for ages 12 and under. One parent per child may participate for free during the event.

*\*Registration price goes up on April 27.*

**Are you up for the challenge? [Register today](#) and help us spread the word about this exciting new Houston-based food race!**

### **Media Opportunities**

- **Before the race:** Interview Kolache Factory Chief Operating Officer Dawn Nielsen **in-newsroom or at a Kolache Factory store**. Talent can taste-test the most popular kolaches or get a tutorial on how to make a great kolache.
- **At the race:** Interview Kolache Factory Chief Operating Office Dawn Nielsen and participants who are eating their kolaches “on-the-run.”
- **After the race:** Run video or photos of the event to help make this first-of-its-kind event a Texan tradition.

### **About the Kolache Factory**

Kolache Factory was founded in 1982 in Houston, Texas, by John and Jerri Banks, who identified a need for a fresh, high-quality breakfast that could be eaten “on the run.” The Banks encouraged consumers to try the high-quality, fresh pastries filled with fruits, meat and cheeses and soon they were in high-demand for business meetings, family breakfasts, on-the-go lunches and afternoon snacks.

Kolache Factory has been recognized as one of the Top 5 Drive-thrus in America by Food Network, one of the fastest growing companies in Houston and one of the top 50 food service bakeries in the United States by Modern Baking magazine. In addition, Franchise Times magazine recently named Kolache Factory one of the 300 biggest brands in franchising by worldwide sales in 2017. In addition, Entrepreneur magazine named it among the top 200 food-based franchises in 2017. Kolache Factory is privately owned and operated and headquartered in Katy, Texas. For more information please visit [www.kolachefactory.com](http://www.kolachefactory.com).