

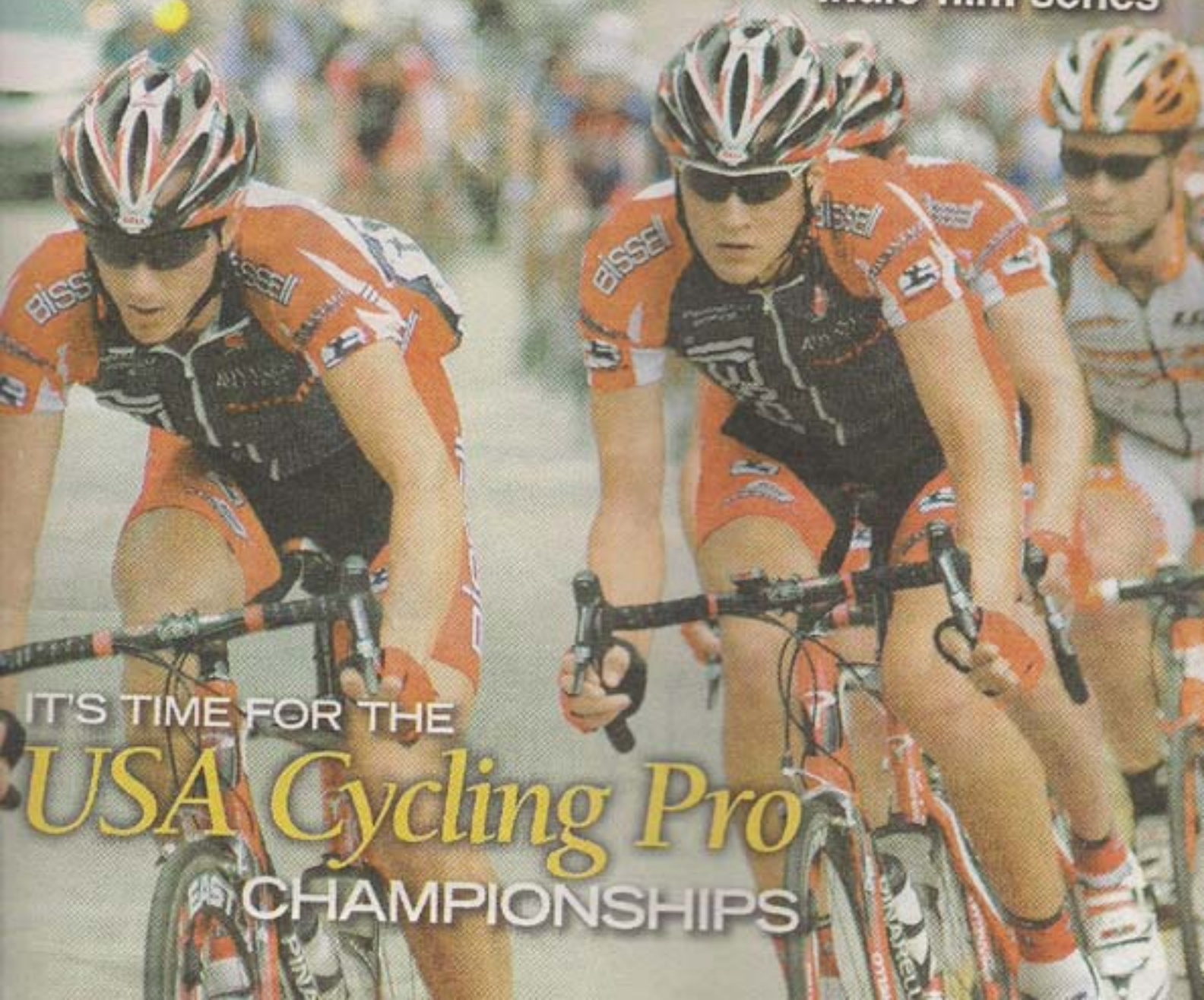
destination **DOWN TOWN**

WHERE TO DINE • PLAY • SHOP

May - June 2011

**Saturday Market
is back**

**Must Do
Indie film series**



IT'S TIME FOR THE

USA Cycling Pro

CHAMPIONSHIPS



High-heeled boys

hope to spark diabetes awareness

Greenville's downtown has seen a lot when it comes to races — road races of varying lengths, bicycle races, even zombie parades. But there's a new one for the books, and it's a fund-raiser for the American Diabetes Association's Greenville Chapter. It's Greenville's first-ever Run a Mile in Her Shoes Men's High Heel Race.

The event is scheduled for June 12 with a start time of 10 a.m. And before you start to really sweat, guys, it's only a tenth of a mile.

"The idea is, they'll go out and purchase an inexpensive pair of high-heel shoes, and they'll put them on and run about one-tenth of a mile," said Taryn Scher, the event coordinator. "It's not very far — just far enough for a couple of ankles to probably roll."

Such an event seemed like it would be a particularly apropos fund-raiser for the American Diabetes Association because people with the condition are much more likely than the general population to have



foot problems, Scher said. She said there has already been a lot of interest from Greenville's male population — although somewhat tentative in nature.

"The guys I've talked to, they want to be reassured that they're not the only ones participating," Scher said. She said her hope is that it will spark the community's "manly sense of competition."

An additional enticement: All participants receive a complimentary post-race

Want to go?

What: Run a Mile in Her Shoes Men's High Heel Race

When: 10 a.m. June 12

Where: The race begins at 631 S. Main St. (the parking lot adjacent to The Cook's Station)

More Information: www.go-greenevents.com/highheel

brunch at Soby's. Spectators and fan crazes can also partake in the brunch at reduced price, part of which will be donated to the ADA.

Interested guys can pre-register for event at www.go-greenevents.com/highheel. The cost to pre-register is \$16.82, but if you wait until race day to register, the cost is \$25, cash only. And for the flattery of winning high-heel wearers, Scher said, there will be a variety of "very manly prizes."