# Harvest Hustle 4 Mile Run/Walk

**Program Area:** Education and Ag Promotion (EAP)

**County Farm Bureau:** Marion County Farm Bureau

**State:** OH

**Membership Category:** 1,001-3,000

**Year:** 2014

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**Program Description:**

Looking for a fun and creative way to engage the local community, the Marion County Farm Bureau decided to host their own running event called, "The Harvest Hustle 4-Mile Run/Walk." The social event was designed to bring the community together to not only promote the local farming community, but also to raise awareness of healthy living and community service. The proceeds from the race went to support the local community animal shelter and local food banks.

The six-person planning committee wanted to be sure that racers had the opportunity to experience the beauty of the rural parts of their community. Working with a commercial race timing contractor, the committee planned a route that would take racers through the beautiful countryside. They also wanted to add a touch of technology to the event with on-line race registration, finish time results and social media promotion.

When all was finished, over one hundred and fifty racers, walkers and spectators enjoyed the Harvest Hustle 4-Mile Run/Walk. It was a great activity used to bring the community together and engage a new audience with Farm Bureau.