



1-MILE PINK CUPCAKE RUN/WALK



SATURDAY, OCT 2 ~ 10:00 AM - 11:00 AM

Taste of Charlotte's Pink Cupcake Run/Walk/Eat is back this year - with a new location! You'll enjoy mini cupcakes from four bakeries while walking laps around Truist Field, home of the Charlotte Knights baseball team. This year we've partnered with WBTV News and Go Jen Go, a non profit that provides financial assistance to families in the greater Charlotte area who are battling breast cancer. The Pink Cupcake Run/Walk starts at 10am, before the Taste of Charlotte festival opens, giving participants a peek inside before the general public arrives. Register, then grab your friends and join us at the baseball stadium in uptown for a fun 1 mile run/walk/jog/eat around the Charlotte Knight's field.

Start times

Cupcake 1 Mile Run/Walk begins at 10:00 am - with laps around the Baseball Field. Every lap earns a delicious cupcake to eat!

After-Party

Located at the Taste of Charlotte Festival in the Tavern at the Taste, the after-party is the place to relax, listen to live music and have cupcakes & a cold beverage.

Runner Swag Bags

Making the race more appetizing, all Runners of the 5K will receive a premium race shirt, discounts from Taste of Charlotte Restaurant locations, and an awesome swag bag which includes fun gifts and a Taste of Charlotte Super Coin that can be used to purchase any food item from any of the participating restaurants at the festival over the three-day weekend.

Proceeds

Race proceeds support GoJenGo.org. WBTV's Molly Grantham will be there and together we'll cheer on breast cancer Survivors, Fighters, and Thrivers as they take their own personal lap following the Pink Cupcake Run/ Walk. It will be a morning of love, support, and FUN. We'll also have a presentation after the Pink Cupcake Run/Walk/Eat from Go Jen Go.

Supporter Options

- 1-Mile Cupcake Fun Run Presenter
- Opportunity to be onsite with your business sponsorship
- Supporter Levels: Gold, Silver, Bronze

2021 is the inaugural year of the Pink Cupcake Run/Walk at the Knights Stadium. It is a spin off of the Race to the Taste 5K and 1-mile run/walk that began as part of the festival in 2014. On Saturday morning of the 3-day Taste of Charlotte weekend, runners lined up at the start line ready to Race to the Taste! In 2018, over 800 Race participants along with Sponsors participation including Truiliant Federal Credit Union, Corona Premier, Charlotte Fit Life, Recover, Fox 46 Charlotte, Uber Eats, Sunshine Energy, LaCroix, Aquafina, and 4 local bakeries made the Race to the Taste an overwhelming success!

