

The Starkville Frostbite Race  
Starkville, MS 39759  
[Starkvillefrostbitehalf@gmail.com](mailto:Starkvillefrostbitehalf@gmail.com)

### **MSU Olympian runs Starkville Frostbite Race to benefit Catch-A-Dream Foundation**

**STARKVILLE**, Miss. – Jan. 17, 2024 – The Starkville Frostbite Race is hosting Erica Bougard, 2021 and 2016 Olympian and Mississippi State University alumna, at 7 a.m. Saturday, Jan. 27, in Downtown Starkville to benefit Catch-A-Dream Foundation.

Frostbite participants will run alongside Bougard in the half marathon and Bougard will interact with racers and volunteers at checkpoints throughout the race. She will present a \$500,000 check to Catch-A-Dream Foundation during the award ceremony at noon.

“I never thought I would achieve my dreams since I came from a small Mississippi town. I love supporting dreams, and I’m excited to do that in this race to support Catch-A-Dream children. Sometimes that next mile feels impossible, but people and organizations like Catch-A-Dream and the Starkville Frostbite help us cross our finish lines,” Bougard said.

Bougard will present all the race awards to winners and will not be included in the chip timing to keep the race inclusive to all running backgrounds. She will also participate in the exclusive winner’s circle lunch following the award ceremony at Two Brothers Smoked Meats restaurant. The winner’s circle will consist of all three races’ first, second and third place winners, their families, MSU Athletics Director Zac Selmon, Catch-A-Dream CEO Dr. Marty Brunson and Starkville Frostbite Co-Director Wes Gordon.

“There’s just something incredible about Erica racing in the Frostbite and giving back in such a huge way. Her donation will be the largest Catch-A-Dream has ever had, and I can’t even imagine the positive impact it will have on the children they support,” Gordon said.

Bougard competed in three events at the 2016 NCAA Division I Outdoor Track and Field Championships. Bougard participated in the United States Olympic Trials, placing 7th in 2016 and later third in 2021. Bougard graduated from Mississippi State University in 2016. She is from Byhalia, Mississippi where she attended Byhalia High School.

The Starkville Frostbite Half Marathon, 10K, and 5K is a chilly annual race that draws runners from all backgrounds. Founded over 38 years ago, the race is a Starkville event that begins and ends on Main Street, incorporating Starkville's Historic District into the certified course. The Frostbite Race continues to partner with Catch-A-Dream Foundation as its official charity and Chick-fil-A Starkville as its title sponsor.

For more information about Bougard or the Starkville Frostbite Race, please contact Gordon at [starkvillefrostbitehalf@gmail.com](mailto:starkvillefrostbitehalf@gmail.com).

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**Media Alert**

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION, CONTACT:

Jan. 17, 2024

Wes Gordon

Co-Director of the Starkville Frostbite

[Starkvillefrostbitehalf@gmail.com](mailto:Starkvillefrostbitehalf@gmail.com)

**MSU Olympian runs Starkville Frostbite Race to benefit Catch-A-Dream Foundation**

- What:** [Erica Bougard](#), 2021 and 2016 Olympian and Mississippi State University alumna, will participate in the [Starkville Frostbite Race](#) at 7 a.m. Saturday, Jan. 27, in Downtown Starkville. She will present a check of \$500,000 to [Catch-A-Dream Foundation](#) during the award ceremony at noon.
- Who:** Bougard will participate in the half marathon. She will take questions before the race. Representatives from Catch-A-Dream Foundation and Mississippi State University athletics will attend and be available to answer questions about their organizations. Printed information on Bougard, including a full biography and athletics statistics, will be distributed to members of the news media at the 7 a.m. press conference.
- Where:** The Starkville Frostbite Race will begin in Downtown Starkville, 106 E. Main St., Starkville, Mississippi. The press conference with Bougard before the race will take place outside in front of the MSU Innovation Hub, 301 E. Main St., Suite 125, Starkville, Mississippi.
- When:** The press conference will be held at 7 a.m. Saturday, Jan. 27, and will last approximately 45 minutes. The half marathon will begin at 7:30 a.m. and the award ceremony will be at noon.

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For More Information:

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**Fact Sheet**

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Jan. 17, 2024

Wes Gordon

Co-Director of the Starkville Frostbite

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**MSU Olympian runs Starkville Frostbite Race to benefit Catch-A-Dream Foundation**

- What:** Erica Bougard, 2021 and 2016 Olympian and Mississippi State University alumna, will participate in the Starkville Frostbite half marathon at 7 a.m. Saturday, Jan. 27, in Downtown Starkville. She will present a check of \$500,000 to Catch-A-Dream Foundation during the award ceremony at noon.
- Who:** Bougard is from Byhalia, Mississippi and graduated from Mississippi State University in 2016. She competed in three events at 2016 NCAA Division I Outdoor Track and Field Championships. In heptathlon, Bougard participated in the United States Olympic Trials, placing 7<sup>th</sup> in 2016 and later third in 2021.
- Where:** Downtown Starkville in Starkville, Mississippi.
- When:** The Starkville Frostbite half marathon race will begin at 7:30 a.m., Saturday, Jan. 27.

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