

Thousands have already signed up for the upcoming Color Run in La Crosse. It's four thousand and counting, according to Color Run organizer Kari Dawson. The Color Run is a 5K fun run that features checkpoints filled with volunteers, spraying runners with colored corn starch. Super fun, insists, Dawson. And it could mean up to ten thousand dollars going to the designated charitable organization. In this case, the Children's Museum. Although there's some variables to consider [\(Click for Audio\)](#) Dawson says the city's parks department is responsible for designating which organization would get the donation from the race. Dawson estimates over five thousand will participate in the September 13th run.