



For Immediate Release

6th Annual WisePies Pizza Run Rolls Out the Blue Carpet for the Stars

New "Hollywood Walk of Fame" Theme Celebrates Wish Kids & Girls on the Run as This Year's Stars

Albuquerque, N.M. – April 14, 2026 – WisePies, the frozen pizza, sauce & snack brand based in Albuquerque, N.M., announced today the 6th Annual WisePies Pizza Run, brought to you by title sponsors Albertsons Market, Market Street, and Guzman Construction, benefiting Make-A-Wish New Mexico and Girls on the Run - Rio Grande.

This year's blue-carpet-inspired event will take place on **Sunday, May 17, 2026**, beginning at 7am at the **Aperture Center at Mesa del Sol in Albuquerque** located at 5700 University Blvd SE, Albuquerque, NM and will feature a 1-mile fun run/walk, timed 5K, and timed 10K. Registration is now open with early bird discounts available through March 15th. With a goal to raise \$100,000 this year, this event is sure to leave an impression on the entire community.

The BIG news for year six: the WisePies Pizza Run is unveiling its **Hollywood Walk of Fame**, transforming Aperture Plaza at Mesa del Sol into a celebration of the real stars of our community — **Wish Kids and Girls on the Run participants**. Participants will experience a star-studded event featuring custom Walk of Fame stars, blue carpet moments, special guests, and course engagements that spotlight New Mexico's growing Hollywood influence — including a newly designed race route highlighting film industry landmarks and activations. This year's event will also feature prizes for top men and women in both the 5K and 10K events.

"Make-A-Wish New Mexico is deeply grateful for the essential support the WisePies Pizza Run brings each year, helping transform the hopes of children facing critical illnesses into life-changing wishes," said Sara Lister, President & CEO of Make-A-Wish New Mexico. "Watching this event grow over the past six years has been extraordinary, and we can't wait to experience the new memories and moments this year's run will create."

"As Make-A-Wish New Mexico celebrates its 40th anniversary of granting life-changing wishes, the WisePies Pizza Run continues its mission to bring hope to children battling critical illnesses" stated Season Chavez, president of WiseChoice Foods. "After six years of fostering community fellowship, this event has grown into one of Albuquerque's most inspiring traditions."

In addition to benefiting Make-A-Wish, WisePies proudly provides 5K resources at no cost to Girls on the Run Rio Grande Chapter, increasing visibility for their program and empowering young girls to recognize their limitless potential.

The 2026 event has been reimagined to highlight Albuquerque's Hollywood footprint, featuring themed course moments, live entertainment at Aperture Park, mascots from around the city, music, sponsor activations, and immersive experiences along the way. Participants can expect blue carpet moments near Netflix studios, a family fun zone, a lively sponsor village and a variety of fresh, hot WisePies Pizza, mega bites and pasta dishes. All registered participants will receive a run packet that includes the new exclusive event t-shirt or tank, runner bib, participant medal, swag bag, an afternoon of entertainment and post-race entertainment, games and refreshments.

The 6th Annual WisePies Pizza Run is made possible by the generous support of Albertsons Market, Market Street, and Guzman Construction, Otero Brothers Roofing, Admiral Beverage Company, Custom Prints and Promos, Netflix, AUI, Compass NM Engineering, CH Spaces, 4 Rivers, First American Bank, Klinger Construction — and many more community champions.

It's easy to become a star in this year's WisePies Pizza Run. Registration, sponsorship opportunities, and volunteer sign-ups are now available at <https://runsignup.com/Race/NM/Albuquerque/wisepiesrun>. Walk the blue carpet. Run for a cause. Celebrate our community's brightest stars.

ABOUT WisePies Pizza, Snacks and Sauces:

Founded in 2017 with a mission to reinvent America's favorite foods, WiseChoice Foods launched WisePies Pizza – *A Smarter Way to Pizza* – to deliver clean-label, all-natural foods without sacrificing the bold, authentic flavors we all love. Known for its signature Hatch



green chile offerings, WisePies is committed to creating high-quality meal offerings made without more than 200 unnecessary or potentially harmful ingredients commonly found in other food brands.

The company believes delicious food should also support overall health and wellness. By meeting rigorous quality standards and prioritizing better-for-you ingredients, WisePies proves that smart choices and great taste can go hand-in-hand.

WisePies now features an expanded line of frozen products including 10" retail pizzas, 16" foodservice pizzas, calzones, mega pizza bites, and a growing line of pizza and pasta sauces. Locally owned and operated in Albuquerque, New Mexico, WisePies is the first and only frozen pizza company from New Mexico and has been certified minority-owned since 2018 by the National Minority Supplier Development Council (NMSDC) Southwest Division.

WisePies Pizza products are available in thousands of grocery stores and through foodservice distributors nationwide. To find a retailer near you or learn more about WiseChoice Foods and its community impact, visit www.wisepiespizza.com.

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