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# NEWS

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For Immediate Release

## Chris Weiller Appointed to Senior Leadership Team at New York Road Runners

**New York, September 26, 2013**—Chris Weiller has been named vice president, media and public relations, of New York Road Runners, effective October 7th, it was announced today by NYRR president and CEO Mary Wittenberg. Chris will join the senior leadership team that reports to Wittenberg.

“Chris brings years of successful and meaningful sports communications experience to NYRR,” said Wittenberg. “His background is ideal for NYRR. Chris understands the power of the intersection of sports, culture, and making a positive difference in communities. We are ecstatic to have him join our executive team. As NYRR grows and supports the sport and activity of running in NYC and beyond, Chris will play a leading role in defining and leading our media and public relations strategies in support of our meaningful work.”

In his new role, Weiller will craft and execute the organization’s media and public relations strategies and proactively manage all PR initiatives on behalf of NYRR. He will work with the PR team, agencies, and consultants in cultivating and implementing public relations plans, media outreach, and press operations for NYRR brand initiatives and marquee running events, including the ING New York City Marathon and NYRR 5-Borough Series.

Weiller comes to NYRR from the U.S. Fund for UNICEF, where he led the sports marketing efforts for the world renown children's humanitarian organization. Through strategic partnerships with organizations and athletes including the National Basketball Association, Major League Baseball, Kyrie Irving and Rory McIlroy, UNICEF reached millions of fans. Prior to his time at UNICEF, Weiller held marketing and communications roles with the Charlotte Bobcats, the National Basketball Association, the New York Knicks, and Madison Square Garden.

At the Bobcats, Weiller was a member of the expansion franchise's first executive management team, leading the marketing, communications, and civic partnership efforts for the organization. During his tenure with the National Basketball Association, Weiller directed a number of league events and initiatives and created the Jr. NBA, the league’s groundbreaking grassroots youth basketball program. As the head of communications for the New York Knicks, Weiller led the team’s media strategy and press relations during a period when the franchise hosted the NBA All-Star Game, reached the NBA Finals, and had a record home sell out streak. While at Madison Square Garden, Weiller managed the public relations activities for a variety of high profile sports and entertainment events, from college basketball, boxing, and track and field, to concerts and family shows.

A graduate of Ithaca College’s Roy H. Park School of Communications, Weiller began his career with the ABC Television Network. He currently lives in northern Westchester county with his wife, daughter, and son.

**About NYRR**

New York Road Runners was founded in 1958 when a small group of passionate runners vowed to bring running to the people. Over the past 55 years, NYRR has grown from a local running club to the world's premier community running organization. NYRR's mission is to empower everyone, of all ages and abilities—beginners and competitive athletes, the young and the elderly, adult professionals and underserved schoolchildren—to improve their health and well-being through the power of running and fitness.

NYRR's races, community events, instruction and training resources, and youth programs give hundreds of thousands of people each year the motivation, know-how, and opportunity to start running and keep running for life. NYRR's premier event, the famed ING New York City Marathon, attracts the world's top pro runners and committed amateurs alike while also raising millions of dollars annually for charity and driving economic impact for the City. But NYRR is equally committed to the runners of tomorrow, passionately providing youth fitness programs that educate and inspire more than 150,000 kids in underserved communities in New York City, all 50 states, and around the world.

Headquartered in New York City, NYRR implements a unique nonprofit model that teams contributed and earned income to make all its efforts possible. To learn more, please visit [www.nyrr.org](http://www.nyrr.org).