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For Immediate Release

New York Road Runners Partners with the U.S. Fund for UNICEF on “Run for the Philippines” Initiative to Support UNICEF’s Emergency Relief Efforts

NYRR to match the first \$26,200 in donations made by running community

New York, November 15, 2013—New York Road Runners is partnering with the U.S. Fund for UNICEF on a “Run for the Philippines” initiative to support UNICEF’s emergency efforts to aid children impacted by Typhoon Haiyan. NYRR will also match the first \$26,200 in donations by members of the running community across the nation, it was announced today by NYRR president and CEO Mary Wittenberg.

Through a dedicated “Run for the Philippines” page on Crowdrise, individuals may donate directly and are also encouraged to set up a fundraiser around their next run—be it an organized race in their community (i.e. a Turkey Trot), an informal gathering of a dedicated running group or local club, or an individual run to raise money.

“The running community has a long history of responding to those in need, particularly around emergencies,” said Wittenberg. “Another of those times is upon us. Together with UNICEF, we can immediately help thousands of families affected by the devastation in the Philippines by doing what we do best—run. We welcome everyone to join in and Run for the Philippines.”

Funds will go to UNICEF, which has been working in the Philippines since 1948 and is currently providing critical emergency relief to children and families in need, including airlifting medical kits, tarps, therapeutic food, water purification tablets, and other lifesaving items to afflicted areas.

“The current situation in the Philippines is devastating, and UNICEF is working around the clock to help children and families affected by Typhoon Haiyan,” said Caryl Stern, president and CEO of U.S. Fund for UNICEF. “UNICEF urgently needs funding to help rush lifesaving emergency supplies to the hardest-hit areas, including health kits, medical and shelter equipment, and especially water and sanitation and hygiene items to help prevent the spread of water-borne illnesses.”

To make a donation and become involved, or to find out more about “Run for the Philippines,” please visit, <http://www.crowdrise.com/runphilippines>.

About NYRR

Founded in 1958, New York Road Runners has grown from a local running club to the world’s premier community running organization, whose mission is to help and inspire people through running. NYRR’s commitment to New York City’s five boroughs features races, community events, youth initiatives, school programs, and training resources that provide hundreds of thousands of people each year, from children to seniors, with the motivation, know-how, and opportunity to run for life. NYRR’s premier event, the TCS

New York City Marathon, features 50,000 participants, from the world's elite athletes to a wide range of recreational and charity runners, and is part of the World Marathon Majors, an alliance of the world's six biggest marathons that determines each year's top male and top female marathoner. To learn more, visit www.nyrr.org.

About UNICEF

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to save and improve children's lives, providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States. Together, we are working toward the day when zero children die from preventable causes and every child has a safe and healthy childhood.