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New York Road Runners Named Title Sponsor of Millrose Games at The Armory

NYRR Millrose Games is the newest and largest initiative in a long-standing partnership with the Armory Foundation.

New York, November 19, 2013 – New York Road Runners (NYRR) will become the title sponsor of the 2014 Millrose Games, the most prestigious indoor track & field event in the United States, it was announced today by Dr. Norbert Sander, President of the Armory Foundation and Mary Wittenberg, CEO of the NYRR.

The 2014 NYRR Millrose Games will take place at the New Balance Track & Field Center at The Armory, February 15th.

“We are thrilled that NYRR is becoming the title sponsor of the Millrose Games as part of an increased commitment to The Armory,” said Sander. “NYRR’s continuing support allows us to build on the rich tradition of the Millrose Games and further help deserving students through our educational and athletic programs. The Amory/NYRR partnership is a clear reflection of how committed NYRR is to New York City. We could not have asked for a better partner as we continue to build this iconic event.”

NYRR’s title sponsorship of the Millrose Games, which runs through 2016, builds on the community running organization’s long-standing partnership with the Armory Foundation. NYRR fosters year-round Armory run programs that serve thousands of students, amateur and professional athletes, runners of all ages. NYRR is also a key presenter of over 10 core events during the indoor track season, including the Armory Collegiate Invitational, which boasts the best runners from more than 100 universities around the world, and the Armory College Prep Program, which provides academic support and counseling to 300 high school athletes.

“NYRR’s increased involvement with the Millrose Games is a natural extension of all the year-round work we do with the Armory that supports our mission to help and inspire people through running,” said Wittenberg. “The Millrose Games is to track and field what the New York City Marathon is to road running. We are excited for the 2014 NYRR Millrose Games and look forward to a bright future for the meet.”

As the relationship continues to grow, the Armory and NYRR are exploring new opportunities to support both runners and the community through programs and other events. Tomorrow, November 20, is the first NYRR/Armory Open House event, encouraging adults who are new to track and field to experience the historical wonder of The Armory, run on the fastest indoor track in the world and get to know other runners.

In addition to the new title sponsorship of the event, NYRR will continue to take an active role in securing the top men’s and women’s field for the famed NYRR Wannamaker Miles.

Tickets to the 2014 NYRR Millrose Games will be on sale to the general public beginning Tuesday, December 2 at 10:30 a.m. To purchase tickets please visit MillroseGames.org.

The New Balance Track & Field Center at the Armory is located at 216 Fort Washington Avenue at 168th Street in Upper Manhattan.

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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 The Armory Foundation

The Armory is a New York City non-profit institution, with the mission of “Keeping Kids on Track”. Each season the Armory hosts over 100 track & field meets and welcomes more than 125,000 individual athletes. The Armory is the proud home of the Millrose Games. Besides its many youth sports and educational programs, the Armory runs the Hispanic Games, the New Balance Games, New Balance Nationals Indoors and the Armory Collegiate Invitational, the largest indoor college meet in the United States. The Armory is also the home to the National Track & Field Hall of Fame. To learn more, please visit www.ArmoryTrack.com.