



Contacts:

Lauren Loeb 212.423.2271 | lloeb@nyrr.org
Emily Gallagher 212.423.2287 | egallagher@nyrr.org
Media Relations Department, New York Road Runners

For Immediate Release

Running Community Raises More than \$165,000 to Support Emergency Relief Efforts in the Philippines

Partnership between New York Road Runners and the U.S. Fund for UNICEF on “Run for the Philippines” initiative aids families and children impacted by Typhoon Haiyan

New York, December 10, 2013—As of today, the U.S. running community has raised more than \$165,000 to support emergency relief efforts in the Philippines. Funds were raised through a “Run for the Philippines” initiative that derived from a partnership between New York Road runners and the U.S. Fund for UNICEF to aid families and children impacted by Typhoon Haiyan, it was announced today by NYRR president and CEO Mary Wittenberg.

Among the total amount raised, New York Road Runners matched the first \$26,200 in donations from across the country. An anonymous donor added a second grant of \$26,200 to the total.

“We are absolutely in awe of the entire running community,” said Wittenberg. “In such a short time, we came together as runners and humanitarians to help families and children affected by the devastation in the Philippines. We are so thankful for their generosity and devotion to helping others.”

Through a dedicated “Run for the Philippines” page on Crowdrise, individuals were able to either donate directly or to set up a fundraiser around their next run—whether it was an organized race in their community or an individual run.

The Crowdrise page is still active and will remain available. To make a donation 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.