



CONTACT

Media Relations,
New York Road Runners

Laura Paulus
lpaulus@nyrr.org
(646) 241-3527

Lauren Loeb
lloeb@nyrr.org
(212) 423-2271

FOR IMMEDIATE RELEASE

FOURTH ANNUAL NATIONAL RUNNING DAY TO TAKE PLACE ON JUNE 6, 2012

Thousands of Americans declare their running passion and plan celebrations all over the world.

NEW YORK, MAY 22, 2012—Some people run to shake off a stressful workday or as absolution for a sinful dessert, but on June 6, National Running Day, everyday athletes around the world will run for the pleasure of celebrating together. Now in its fourth year, National Running Day continues to connect runners of all ages and abilities in a sport that is often practiced alone.

Last year's "I RUN..." campaign continues in 2012: Runners motivate and inspire each other by sharing their commitment, stories, and humor. "I RUN" statements have ranged from the sincere ("I RUN to break new ground") to the sublime ("I RUN to clear my head and fill my heart") to the apocalyptic ("I RUN to prepare for a zombie invasion").

New features to National Running Day this year include:

- An updated National Running Day website and design
- National Running Day gear
- Daily giveaways
- A fundraising race
- More events

"What started as a grassroots initiative just a few years ago has now blossomed into a worldwide day of fun and movement," said Mary Wittenberg, New York Road Runners' president and CEO. "We had a blast last year. The website calendar boasted more than 150 events in the United States, and Facebook and Twitter exploded with everyone talking about reasons to run."

From now through June, runners can celebrate in a myriad of ways. It all starts at runningday.org, where they can:

- Make a bold "I RUN..." statement and post it for all to see
- Support great charities through running
- Find or set up a group run to take place on Wednesday, June 6
- Discover fun ways to celebrate
- Get tips to support friends who want to become runners

As National Running Day continues to grow, groups from around the world are joining in and planning festivities. This year, A.S.O. of France will set up runs throughout that country. In the past, events have been organized in places as close as Mexico and as far away as the Philippines.

Visit runningday.org and join our Facebook page at www.facebook.com/runningday for all the latest news and activities.

ABOUT NATIONAL RUNNING DAY

National Running Day, held annually on the first Wednesday in June, is a day when runners everywhere declare their passion for running. It is a coast-to-coast celebration of a sport and activity that's simple, inexpensive, and fun. It's the perfect way for longtime runners to reaffirm their love of running and for beginners to kick off a lifetime and life-changing commitment. National Running Day is a collaborative effort of the foremost running organizations in the U.S. including Atlanta Track Club, Boston Athletic Association, Chevron Houston Marathon, Chicago Area Runners Association, Competitor Group, Inc., Little Rock Marathon, Marine Corps Marathon, New York Road Runners, Oregon Track Club, RunningUSA, Twin Cities In Motion, and USA Track & Field.