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For Immediate Release

Olympian Jenny Simpson to Partner with New York Road Runners and Serve as Ambassador & Special Advisor to Newly Launched Free Youth Fitness Program, *Rising New York Road Runners*

Backed by the latest in evidence-based Physical Education research, Rising New York Road Runners aims to build fitness skills in ways that work for kids of all ages and abilities

Since 1999, New York Road Runners has offered free youth fitness programs, now serving 267,000 youth nationally, including 134,000 across New York City's five boroughs

New York, September 12, 2017 – New York Road Runners (NYRR) today announced that three-time Olympian and Team New Balance Athlete Jenny Simpson has partnered with the world's premier running organization and will serve as Ambassador & Special Advisor to its new youth fitness program, *Rising New York Road Runners*. In her new role, Simpson will act as a mentor to program participants, a guide and resource to coaches across the country, and an advocate for the critical role running, fitness, and physical education plays in the lives of youth.

Fresh off her silver-medal 1500-meter performance at the IAAF World Championships in London, and her return to the New Balance 5th Avenue Mile on Sunday, where she is now a six-time champion, Simpson today joined a group of *Rising New York Road Runners* from the Bronx to showcase the program's new curriculum. The program, which is backed by the latest in physical education research, is designed to build running skills in ways that work for kids of all ages and abilities, gradually introducing new skills as students grow, and instills kids with the confidence and ability to stay healthy and active for life.

"This is personal for me. I discovered running through an elementary school program and experienced the positive benefits that fitness programs like Rising New York Road Runners can have on creating a lasting relationship with running on young people," said Simpson. "I'm at a point in my career where I want to make an impact beyond my performance on the track. Partnering with NYRR and serving as Ambassador and Special Advisor to Rising New York Road Runners is a wonderful opportunity to connect with the next generation about living a healthy and active life while supporting the coaches who are so critical to the program's success. I'm excited to become a part of the New York Road Runners team."

In addition to her role as Ambassador & Special Advisor to Rising New York Road Runners, Simpson's partnership with NYRR will grow through involvement across the vast array of NYRR initiatives. From running events including the TCS New York City Marathon and runner initiatives such as group training and virtual running, to programming and marketing initiatives, Simpson will provide an elite athlete's perspective to NYRR's efforts to help and inspire people through running.

"We are delighted to welcome Jenny to the New York Road Runners family and look forward to her impact and leadership as our new Ambassador and Special Advisor to Rising New York Road Runners," said Rachel Pratt, senior vice president of youth and community services of NYRR. "Her journey from a school-based running program to Olympic medalist is inspiring and embodies the spirit of Rising New York Road Runners. Together with our coaches across the country, we will work hard to grow the next generation into strong and confident athletes, students, and individuals."

With a focus on fostering fundamental movement and sport skills, Rising New York Road Runners aims to teach assurance and competence in young athletes. The program introduces age appropriate concepts as participants develop and grow to build their physical literacy, similar to the ways in which other subjects like math and science are taught in schools. Based on evidence discovered during NYRR's pilot program, which was conducted in conjunction with Tufts University's Friedman School of Nutrition Science and Policy, the new approach will build self-assurance, reduce the risk of injury, and inspire lasting healthy attitudes toward activity, in a fun environment conducive to learning.

Rising New York Road Runners is an evolution of NYRR's previous offerings, and continues to provide free programming to schools, after-school programs, and community centers nationwide. NYRR annually serves 267,000 youth nationally, including 134,000 from New York City's five boroughs participated in free NYRR youth fitness programs. With the introduction of *Rising New York Road Runners*, which launched nationwide with the start of the 2017-2018 school year, NYRR hopes to better aid the communities we currently serve, expand our offerings to schools and community centers new to our programs, and continue to grow the number of participants.

NYRR's youth programs are supported by Tata Consultancy Services (TCS), the Premier Partner of NYRR and NYRR youth and community programs and the title sponsor of the TCS New York City Marathon; New Balance, the Official Athletic Footwear and Apparel Partner of NYRR; the New Balance Foundation; and the Fairway Community Foundation. For more information on Rising New York Road Runners please visit rising.nyrr.org.

About New York Road Runners (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 running 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, and the largest marathon in the world, is the TCS New York City Marathon. Held annually on the first Sunday in November, the race features 50,000 runners, from the world's top professional athletes to a vast range of competitive, recreational, and charity runners. To learn more, visit nyrr.org.