



FOR IMMEDIATE RELEASE

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JUST RUN Celebrates 5 Millionth Mile Run

Echo Valley Elementary School hosts event to commemorate important milestone



CARMEL, CA--The award-winning JUST RUN youth fitness program of the Big Sur Marathon Foundation recently surpassed five million total miles run by kids across the country since the program began in 2004. JUST RUN will celebrate the milestone achievement on Thursday, September 19th at 1:30 p.m. PDT at Echo Valley Elementary School in Salinas, CA. More than 500 Echo Valley students will participant in the event by running a short course around the school's basketball court and outdoor field.

"It is rewarding and motivating to realize the impact that JUST RUN is having on the lives of so many children, not only related to their fitness levels, but also in their ability to concentrate and focus in the classroom, in their performance of good deeds, and in their awareness of healthy eating," said Susan Love, Program Director of JUST RUN.

The JUST RUN team of Susan Love and Mike Dove, Monterey County Superintendent of Public Instruction Dr. Deneen Guss, and Superintendent of North Monterey County Unified School District Kari Yeater, will be in attendance. Local media are invited to attend the 5 Million Mile Celebration.

JUST RUN is a free, website-based youth fitness program that promotes physical activity, good citizenship, and healthy eating through its Just Deeds and Just Taste components. School leaders and teachers log students' miles on the website and students earn free incentives for mileage goals achieved.

Since its inception, 174,000 children have participated in the program and have logged 415,800 Just Deeds. During the 2018-2019 school year, 22,500 children participated in the program and a record 644,000 miles were logged. JUST RUN has been the recipient of widespread recognition including the title of "National Youth Program of the Year" from Running USA.

"The program continues to grow due to the vital need to provide quality physical activity for our children and as word spreads about JUST RUN's effectiveness and the enjoyment it brings to thousands of kids every year," added Susan Love.

Since launching on August 1st, 8,500 children are already registered in JUST RUN for the 2019-2020 school year, 17,700 miles have been logged, and 94 schools, representing 15 states, have committed to the program. 25 of these schools are located in Monterey County.

JUST RUN is supported by the Community Foundation, Monterey Peninsula Foundation, Pebble Beach Company Foundation, Yellow Brick Road, and Teichert Foundation. To learn more about JUST RUN visit www.justrun.org. For more information on the Big Sur Marathon Foundation, visit bigsurmarathon.org

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