



News Release

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FOR IMMEDIATE RELEASE:

HKRS Announces Spring 2014 Series; Over 30 New Locations

Registrations Accepted in 50 Plus Towns Across the Nation This Spring

Thornton, PA (January 2, 2014) – Registration is now open for Healthy Kids Running Series (“HKRS”) spring 2014. Expanding from its 18 locations past fall, HKRS is now accepting registrations in over 50 towns, which includes 30 new programs to begin in April.

HKRS has grown its network in its home state, Pennsylvania, and has added locations in California, Delaware, Florida, Illinois, Maryland, Massachusetts, Missouri, New Jersey, New York, North Carolina, Ohio, Texas and Virginia. HKRS will begin the first weekend in April and continue for five weeks until mid-May. Please consult each location’s specific webpage via www.HealthyKidsRunningSeries.org for specific dates, times and locations.

“This fall we made our first major investment in the regional and national marketing of our program and witnessed huge success. We had a presence at both the Philadelphia Marathon Expo and The Running Event, a national running store convention in Austin, TX. These appearances provided HKRS with a national platform to speak with potential Community Coordinators, sponsors and customers. We are very excited about growth across the country” said Jeff Long, Founder and President of Healthy Kids Running Series.

The Healthy Kids Running Series is five week, nonprofit youth running program for kids ages 3-14. Children Pre-K to 8th grade are invited to participate in the five-week running series. Races typically take place on weekends and children run the following distances.

AGE DIVISIONS	DISTANCES
Pre-Kindergarten	50 Yard Dash
Kindergarten & 1 st Grade	¼ Mile
2 nd & 3 rd Grade	½ Mile
4 th & 5 th Grade	1 Mile
6 th – 8 th Grade	1 Mile

Registered participants in every town will receive a Healthy Kids Running Series T-Shirt and sponsor gift bag. Points are accumulated each race based each runner’s finish position (10pts for 1st place, 9pts for 2nd place, etc). Trophies are awarded based on total accumulated points to the top boy and girl in each age group following the final race of each Series. Additionally, every participant receives a medal at the completion of the series.

To register your children for the Healthy Kids Running Series or to sponsor HKRS, please visit our website at www.HealthyKidsRunningSeries.org. If you are interested in starting a Healthy Kids Running Series program in your community, visit the “LOCATIONS” page on the HKRS website for more information.

About Healthy Kids Running Series & Pattison Sports Group

The Healthy Kids Running Series was founded in 2009 to combat increasing rates of childhood obesity through the introduction of running. What began in West Chester, PA now operates in upwards of fifty communities across the

country. HKRS is its own non-profit entity managed by the Pattison Sports Group staff. Pattison Sports Group is Philadelphia's premier sports marketing firm specializing in Corporate Consulting, Property Representation and Event Management. For more information please visit www.HealthyKidsRunningSeries.org or www.PattisonSportsGroup.com.

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