



NEWS RELEASE

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**HEALTHY KIDS RUNNING SERIES TO COMMEMORATE 10TH ANNIVERSARY
WITH NEW LOOK, NEW WEBSITE AND THREE REGIONAL DESTINATION
RACES**

***HEALTHY KIDS RUNNING SERIES TO BEGIN THIS SPRING;
REGISTRATION NOW OPEN***

The Healthy Kids Running Series, a national organization that inspires kids, ages 2-14, to race towards a healthier lifestyle, is celebrating its 10th anniversary with a new logo, new website and three regional destination races, according to its founder Jeff Long.

Healthy Kids Running Series features more than 250 Series across North America, attracting more than 60,000 participants looking to get active and live a healthier lifestyle.

“Healthy Kids Running Series is designed to get kids active and lay the foundation for a healthy lifestyle,” says Long. “The most rewarding part is seeing young boys and girls and their families gather each week to compete and achieve their goals and celebrate with their friends. We are thrilled to be celebrating our 10th anniversary.”

To commemorate the organization’s 10th anniversary, Healthy Kids Running Series unveiled a special logo at their annual coordinator’s conference January 12, 2019, in King of Prussia, PA.

Created by 20/10 Solutions of West Chester, PA, the new 10th anniversary logo features a refreshed visual identity of the original mark, while maintaining its authenticity.

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“To depict the inclusive nature of the Series, we reconstructed the illustration of the child to a silhouette, allowing us to include a female figure. The pairing of the two figures illustrates an important value of the Series – that running is more fun together,” said Joe Warner, CEO/Creative Director, 20/10. “Additionally, to symbolize growth and the forward movement of the Series, we altered the orientation of the children from facing left to facing right. Lastly, to illustrate the joy of running outside, we fitted the circular bounding box with shoelaces and a grass horizon. The result of all these efforts is an enhanced logo that encapsulates the values that have made Healthy Kids a success.”

The logo now emphasizes KIDS, front and center, as promoting fitness and a healthy lifestyle for children is the heart of the Healthy Kids Running Series mission, according to Long.

“The website was redesigned to reflect the energy of the brand - fun, bright and motivating,” added Warner. It now includes a new map feature that makes it easy for users to find a race near them and to see the impact that this innovative program has made across the country.”

The vibrant colors, real photography and parent-friendly tips were selected to inspire and motivate parents to find a race or start a race in their hometown, according to Long.

Healthy Kids will also hold three 10th anniversary 10 Fest race celebrations, including one in Orlando, FL Sunday, March 10 at Blue Jacket Park; one at Rose Tree Park near Philadelphia, PA, Sunday May 19 and one in Chicago, IL at Kane County Cougars Stadium in Geneva, IL Sunday, October 13.

Healthy Kids Running Series is a national, community-based non-profit that provides a fun, inclusive, five-week running Series for ages 2-14 designed to get kids active, build self-esteem and lay the foundation for a healthy lifestyle.

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Healthy Kids Running Series offers a five-week program every fall and spring with age-appropriate race distances. Kids compete each week for a chance to earn points, and at the end of the Series, the top boy and girl with the most points in their respective age division earn a trophy. All participants receive a finishers medal, race bag and Healthy Kids Running Series tech T-shirt for their achievements.

Healthy Kids Running Series inspires its participants to live an active lifestyle through goal setting and dedication.

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 250 communities across the country. HKRS is a non-profit entity managed by the Pattison Sports Group staff, Philadelphia's premier sports marketing firm specializing in Corporate Consulting, Property Representation and Event Management. Visit us at www.HealthyKidsRunningSeries.org.

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