

LIDL US AND HEALTHY KIDS RUNNING SERIES PARTNER TO INSPIRE MORE THAN 17,000 KIDS TO LIVE ACTIVE HEALTHY LIFESTYLES IN 2021

Healthy Kids Running Series (HKRS) announced today that Lidl US, the fast growing and [top ranked U.S. grocer](#), will become an official east coast sponsor for the 2021 spring and fall race seasons. The partnership will support more than 17,000 kids in New York, New Jersey, Delaware, Maryland, Washington, DC, Virginia, North Carolina, South Carolina, and Georgia.

In addition to supporting physical races onsite, the two organizations will also create inspiring educational opportunities that help keep kids focus on staying healthy year-round, including online health, nutrition, and fitness programming for young boys and girls in the *I Am A Healthy Kid* program guide.

“Healthy Kids Running Series is proud to partner with Lidl to help inspire families with young children to live active healthy lifestyles,” said Jeff Long, founder, Healthy Kids Running Series.

“We are excited to partner with Healthy Kids Running Series, whose values of a healthy lifestyle and an emphasis on fresh products align so well with Lidl’s,” said Nina Sichtermann, Senior Vice President of Operations at Lidl US. **“We look forward to kicking off this great partnership and working together to support the racing series for more than 17,000 kids along the east coast this spring and fall.”**

Lidl will be included in Healthy Kids Running Series’ social media posts, Newsletter and Blog, and serve as host for Race Packet Pick-Up at select local Series.

About Lidl US

Lidl operates around 11,200 stores and is active in 32 countries, employing more than 310,000 employees globally. Lidl offers customers the highest quality fresh produce, meat, bakery items and a wide array of household products at the lowest possible prices. Lidl first established its U.S. headquarters in Arlington County, Virginia, in June 2015, and today sells its award-winning products in more than 130 stores across nine east coast states. For more information, visit www.Lidl.com.

About Healthy Kids Running Series

Healthy Kids Running Series is a five-week running program for children aged 2 to 14. Each Spring and Fall, kids compete once each week in-person or virtually as a part of HKRS’ virtual world race, on a course of their choosing.

Healthy Kids Running Series impacts more than 60,000 youth runners in more than 300 communities across the United States. Healthy Kids Running Series engages communities and families by providing an inclusive youth running experience,

inspiring kids to believe in themselves and lead an active healthy lifestyle. Learn more at www.HealthyKidsRunningSeries.org.

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