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**FOR IMMEDIATE RELEASE**

## 100 Mile Club Presents EveryONE Virtual Run!

Supporting the Prevention of Childhood Obesity and Inactivity and Getting Kids Active for Life

**NORCO, CA** — September 12, 2018. 100 Mile Club, a national nonprofit organization, today announced the launch of its first-ever EveryONE Virtual Run.

For 26 years, 100 Mile Club® has been the program leading the effort to increase physical activity in schools. With three in ten U.S. kids overweight or obese, the organization works with schools to engage and empower students and their families to achieve a healthy lifestyle through daily physical activity; one child, one school, and one community at a time.

The EveryONE Virtual Run begins October 1, 2018 and allows you the whole month to complete your chosen distance. Run or walk anytime, anywhere throughout the month. Whether you're a seasoned runner or new to running, a virtual race is a great way to stay motivated and build your confidence.

Concluding October 31<sup>st</sup>, the EveryONE Virtual Race is for the whole family and allows participants to choose their distance of 5K, 10K, or half-marathon. Participants can walk, jog or run their chosen distance – anywhere they want – the entire month of October. Registration is \$25 and every registrant receives a commemorative finisher's medal. Registration is now open. (webpage)

“We are incredibly proud to kick off our 1<sup>st</sup> ever 100 Mile Club Virtual Race, encouraging anyone and everyone to become part of our mission,” said Kara Lubin, Founder and CEO of 100 Mile Club. “A virtual race is flexible and determined by you. It allows you to join us no matter where you live. Whether in a remote area or big city, pick a goal, run or walk with friends or go solo, and have a great time at a pace that suits you!”

With the long-term vision of healthy, happy, connected kids®, 100 Mile Club challenges you to lace up your sneakers and join the ONE National Effort to get kids moving!

Proceeds help support and sustain the 100 Mile Club school program across the nation, working to reduce childhood obesity and ensuring healthier lifestyles for over one million students in all 50 states.

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### **About 100 Mile Club**

100 Mile Club® is a 501(c)(3) non-profit organization designed to improve the health and well-being of children at school through daily physical activity in a noncompetitive, supportive, and fully-inclusive environment. The program presents students with a straightforward challenge: run, jog, or walk 100 miles over the course of the school year. 100 Mile Club receives lead support from New Balance Foundation, <https://www.newbalancefoundation.org/>. More information about the 100 Mile Club can be found at <http://www.100mileclub.com>.