

For Immediate Release

New York Road Runners Wins Interactive Media “Outstanding Achievement” Award for *A Running Start*

New York, February 14, 2011—*A Running Start: The Video Resource for Coaching Youth Runners* won a 2011 Interactive Media “Outstanding Achievement” Award in recognition of its high standards of excellence in design and development. Competing among a crowded field of entrants, *A Running Start* received high scores from distinguished judges working in web design, advertising, news, and media. The website earned almost perfect scores for design, content, usability, and feature functionality.

Launched in September 2010, *A Running Start* is a free online collection of 83 coaching videos developed by New York Road Runners (NYRR) to help coaches and P.E. teachers teach the fundamentals of running. Created in collaboration with a team of expert youth coaches and exercise physiologists, it blends real-world activity demonstrations with helpful guidelines and expert advice on topics like pacing and proper form.

“*A Running Start* is an excellent and exciting resource for anyone interested in spreading the joy, fun, and benefits of running to youngsters of all ages,” says current marathon world record-holder Paula Radcliffe. “NYRR has shown fun and exciting ways for youngsters to discover and explore the joys of running and develop their potential in interesting and entertaining ways.”

To watch these award-winning videos, visit *A Running Start* at www.nyrr.org/arunningstart.

New York Road Runners

Headquartered in New York City, New York Road Runners is dedicated to advancing the sport of running, enhancing health and fitness for all, and meeting our community’s needs. Our goal is to use the expertise acquired in our 52-year history to empower all people to live fitter, healthier lives through participation in our races, community events, instruction and training resources, and youth programs. Our races and other events draw more than 300,000 people each year from throughout New York City’s five boroughs. The ING New York City Marathon, NYRR’s premier event, is the largest and most inclusive marathon in the world, attracting the world’s top professional runners every year and raising \$30.8 million for more than 190 charities in 2010. NYRR’s running-based youth programs, which currently serve more than 100,000 children in hundreds of schools and community centers, promote children’s health and fitness, character development, and personal achievement in underserved communities. For more information, visit www.nyrr.org.