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For Immediate Release

New York Road Runners Launches Free Coaching Tools

New York, September 21, 2010—Building on their acclaimed youth running programs in hundreds of schools across the country, New York Road Runners is today releasing ground-breaking teaching videos to inspire coaches and shape a new generation of runners.

A Running Start: The Video Resource for Coaching Youth Runners is a free online collection of 83 coaching videos developed by New York Road Runners to teach the fundamentals of running. Created in collaboration with a team of expert youth coaches and exercise physiologists, ***A Running Start*** offers a wealth of instruction for coaches and P.E. teachers who want to teach kids how to run.

At www.nyrr.org/arunningstart, youth coaches and educators will find real-world activity demonstrations combined with guidelines, advice, and best practices to teach running skills. Kids will love the games and drills because they're fun to do and will help them improve their performance. Veteran and novice coaches alike will appreciate the activities and knowledge that helps them teach fundamental topics, particularly pacing and good form, so kids learn to run enjoyably, effectively, and safely.

"A Running Start is the most thorough video resource I have ever seen for the introduction and implementation of training for young runners," says Pete Rea, elite athlete coach and coordinator at the ZAP Fitness Team USA Training Center. "From games to keep training enjoyable to the proper stretching techniques for young runners, ***A Running Start*** is a must-use resource for all those who work with our young athletes."

A Running Start features:

- More than 80 videos with essential games and drills
- Activities designed for elementary, middle, and high school-age kids
- Introductory overviews relaying key concepts for each age group and category
- Visual analysis on breaking down, teaching, and correcting for good form
- In-depth displays for proper, effective, and safe training
- Real-world demonstrations and expert tips to improve running technique
- Fun activities that will keep kids coming back to practice

To launch ***A Running Start***, NYRR is giving away more than \$10,000 in cash and prizes to support youth running and fitness! Review ***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. 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 nearly \$25 million for charity in 2009. 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.