



Run for Education Fact Sheet

Sunday, October 22, 2017, The Outlets at Sparks Marina/Scheels
10K and 5K Timed Runs, Sparks Marina March, and ½ Mile Kids Fun Run

- Purpose – A fun, family community event to raise funds for students in the Washoe County School District – this is its 12th year.
- Goal - \$200,000
- **100% of sponsorship proceeds go back to schools and students** through The Education Alliance is a non-profit 501(c)3 charitable entity, IRS Tax Exempt #94-3177739.
- Audience – more than 8,500 attendees.
- 4,000 runners (3,000 students from 90+ schools).
- More than 500 volunteers support the Run.
- **Fitness Fair** with fun activities for children and families.
- **Facts:**
 - Schools have limited, if any, funds in their budgets for physical education (PE) or fitness activities.
 - Proceeds fund *Kids in Motion* grants to participating elementary schools with at least 20 students participating at the event.
 - Proceeds fund the *Passport Program* which help secondary and post-secondary students succeed academically (i.e. dual credit programs, AP Fees, summer school, online credit recovery).
 - To date, proceeds have exceeded \$1.7 million to schools in Washoe County School District.
 - WCSD donates bus transportation for district schools (up to two).
 - Champion medals for to 1st, 2nd, and 3rd place finishers in the 10k and 5k Run for both male and female divisions, as well as age divisions. All runners get a t-shirt and students receive a medal.
 - Join these partners who donate funding or in-kind support:
Yamana Gold, Washoe Education Association, Scheels, Renown, NV Energy, KTVN Channel 2, TMCC, UNR, Washoe County, ARAMARK, Bonanza Produce, Q&D Construction, Model Dairy, McDonalds, among numerous other supporters.
 - Research supports that not only does exercise fight obesity and improve body function, but it also **promotes learning** through increased brain function and nourishment, higher energy and concentration levels (**ability to pay attention**), increased self-esteem and **better behavior** which may all support cognitive learning.¹
 - The Run for Education **connects families to schools**, and **bonds school mates** as teammates **which unify them** through the development of new friendships and the promotion of **important life lessons** such as practice, patience and persistence.

For more information, email Run4Ed@washoeschools.net or call Kendall, Brittani, or Kelli at (775) 353-6950, or Michael Connors, Race Director, (775) 722-9050.

¹ Cocke, 2002; Tremblay, Inman, & Williams, 2000; Dwyer, Coonan, Leitch, Hetzel, & Baghurst, 1983; Shephard, 1997.