



Press Release

The Mill, 381 Brinton Lake Road, Thornton, PA 19373
 Scott Ely | Director, Healthy Kids Running Series
 (484) 356-1024
www.HealthyKidsRunningSeries.com

FOR IMMEDIATE RELEASE: January 16, 2013

Healthy Kids Running Series Launches Spring 2013 Series

Registrations Accepted in Over Twelve Towns This Spring

Thornton, PA (January 16, 2013) – The Healthy Kids Running Series (“HKRS”) will kick-off its seventh consecutive season in over twelve towns this spring, including five new locations: Hershey, PA; Ridley, PA; Springfield, PA; Marlton, NJ and Vineland, NJ.

Returning locations include: Audubon/Oaks, PA; Concord Township, PA; Mechanicsburg, PA; Media, PA; Richmond, VA; Wayne, PA; West Chester, PA; West Grove, PA and Wilmington, DE. HKRS will begin the second weekend in April. Please visit www.HealthyKidsRunningSeries.com for specific dates, times and locations.

- Audubon/Oaks, PA** – Sundays, April 14, 21, 28 & May 5, 12 from 4:30 – 5:30PM
- Concord Township, PA** – Friday, April 12, 19, 26 & May 3, 10 from 5:30 – 6:30PM
- Hershey, PA** – Sundays, April 14, 21, 28 & May 5, 12 from 5:30 – 6:30PM
- Marlton, NJ** – Dates & Times, TBD
- Mechanicsburg, PA** – Sundays, April 14, 21, 28 & May 5, 12 from 5:30 – 6:30PM
- Media, PA** – Sundays, April 14, 21, 28 & May 5, 12 from 5:30 – 6:30PM
- Richmond, VA** – Sundays, April 14, 21, 28 & May 5, 12 from 5:00 – 6:00PM
- Ridley, PA** – Dates & Times, TBD
- Springfield, PA** – Sundays, April 21, 28 & May 5, 12, 19 from 5:30 – 6:30PM
- Vineland, NJ** – Dates & Times, TBD
- Wayne, PA** - Sundays, April 14, 21, 28 & May 5, 12 from 4:00 – 5:00PM
- West Chester, PA** – Sundays, April 14, 21, 28 & May 5, 12 from 5:30 – 6:30PM
- West Grove, PA** – Sundays, April 14, 21, 28 & May 5, 12 from 5:30 – 6:30PM
- Wilmington, DE** – Sundays, April 7, 14, 21, 28 & May 5 from 4:00 – 5:00PM

“We are excited to expand our presence in southeastern PA and South Jersey” said Scott Ely, Director of Healthy Kids Running Series. “The Healthy Kids Running Series is a wonderful opportunity for children of all ages to find the joy in running no matter the distance. This program is designed as a fun and positive introduction into a lifelong sport that promotes a healthy lifestyle through running, jogging and walking. It’s a lot of fun for us to see new HKRS programs taking shape throughout the region.”

Children Pre-K to 8th grade are invited to participate in this fun five week running series. Races take place on weekends and children will run the following distances.

AGE DIVISIONS	DISTANCES
Pre-Kindergarten	50 Yard Dash
Kindergarten & 1 st Grade	¼ Mile
2 nd & 3 rd Grade	½ Mile
4 th & 5 th Grade	1 Mile
6 th – 8 th Grade	1 Mile

Registered participants in every town will receive a Healthy Kids Running Series T-Shirt and gifts from sponsors. Points are tallied and trophies will be awarded based on total accumulated points to the top boy and girl in each age group following the final race of each Series. Additionally, every participant receives a medal at the completion of the series.

To register your children for the **Healthy Kids Running Series** or to sponsor HKRS, please visit our website at www.HealthyKidsRunningSeries.com. If you are interested in starting a Healthy Kids Running Series program in your community, visit the "LOCATIONS" page on www.HealthyKidsRunningSeries.com for more information.

About Healthy Kids Running Series & Pattison Sports Group

The Healthy Kids Running Series was founded in 2009 to combat increasing rates of childhood obesity through the introduction of running. What began in West Chester, PA is now in upwards of twelve communities across four states. HKRS is its own non-profit entity managed by the Pattison Sports Group staff. Pattison Sports Group is Philadelphia's premier sports marketing firm specializing in Corporate Consulting, Property Representation and Event Management. For more information please visit www.HealthyKidsRunningSeries.com or www.PattisonSportsGroup.com.

###