

2010 World Run Day Logo Unveiled

Free T-shirts to Registrants at John Hancock Sports and Fitness Expo

NEW YORK, April 15 – At the historic Boston Marathon Expo, World Run Day will unveil its 2010 “global t-shirt” design with plans to distribute 200 free shirts to early-bird registrants. Two thousand discount registration brochures will also be distributed.

The 12th edition of World Run Day will be held this year on Sunday, November 7, 2010. The annual running event urges runners to celebrate the sport of running with a network of runners across the country (and the world) while also making a small donation to their own favorite local charity. Over 1,000 separate charities have benefited from the event since 1999. Thousands of runners have participated.

World Run Day, a member of Running USA (RUSA), will make its first-ever expo appearance after years of limited publicity. “I’m thrilled and honored to publicize the World Run Day event to runners of the historic Boston Marathon,” stated Bill McDermott, the event founder - whose first marathon was, coincidentally, at Boston in 1980.

The limited registration at the expo is only \$15.00. This includes a free t-shirt and the posting of your run and charity information on the runday.com event site. All pictures and stories will be made available the day after the event. On-line registration is also made available starting today at active.com.

About World Run Day

World Run Day was founded to celebrate the sport of running worldwide. Our mission is to broaden and promote the health benefits of running while also encouraging runners to donate to their own favorite charity on this special day. We support our mission by providing free tools to either individuals or groups who are interested in hosting a World Run Day event in their community. Through a combination of communications to members of the running community, the running industry, and various media outlets, we plan to bring awareness of the event internationally.

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