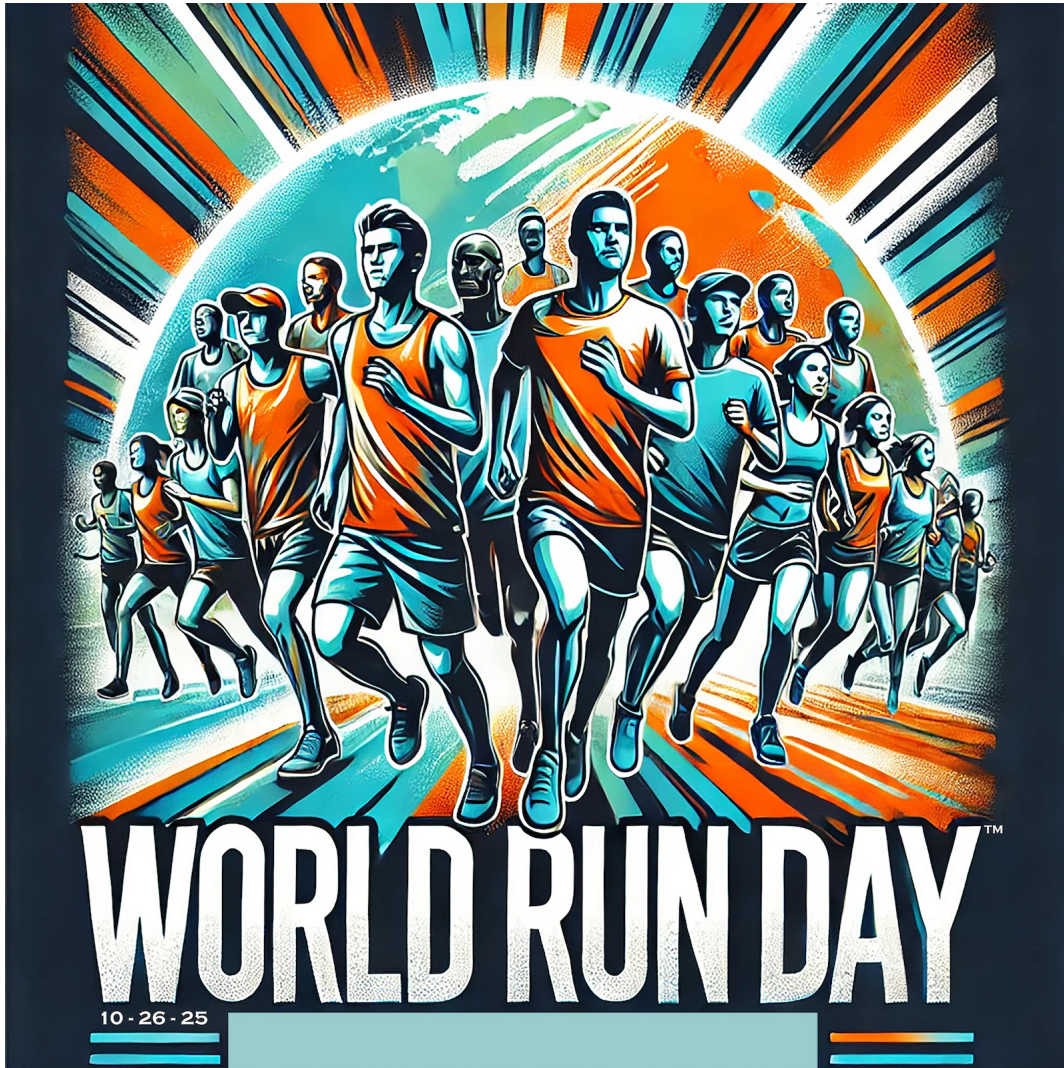




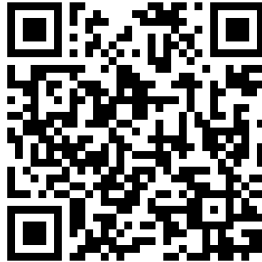
World Run Day 2025

Global Running Event for Charity

Press Kit

1. Promotional Video

Watch our inspiring 2025 World Run Day promotional video to see how runners across the globe unite for charity.



Or watch directly here: https://youtu.be/SaqTJ_kiUmQ?si=MgJgCj2Qpi8wBula

2. Overview / Fact Sheet

Event Name: World Run Day 2025

Date: Sunday, October 26, 2025

Tagline: “You’ve Run THEIR Races. Now It’s Time to Run Your Own.”

Mission: To unite runners worldwide in support of charities of their choice through a shared day of running.

Participation: Open globally – runners in all 50 U.S. states and worldwide.

Format: Virtual 5K

Charity Focus: 100% participant-directed donations to charities via registration.

Website: www.runday.com

3. Press Release

FOR IMMEDIATE RELEASE

Contact:

Bill McDermott, Founder

World Run Day

Email: bill@runday.com | Phone: 917-626-9623

Website: www.runday.com

WORLD RUN DAY 2025 – A Global Celebration of Running and Charity

Long Beach, NY – October 14, 2025 – World Run Day, the worldwide virtual running event that celebrates the spirit of running and giving, is back! Participants from every state and country are invited to run anywhere, anytime on this special day to support a charity of their choice.

Founded by lifelong runner Bill McDermott, World Run Day connects the global running community through fitness, compassion, and unity. Participants can register, select a charity, and share their achievements online, symbolizing the collective strength of runners around the world.

Highlights:

- Run anywhere – your neighborhood, park, or treadmill.
- Choose your charity – donations go directly to the organization you support.
- Receive a commemorative Event Shirt (mailed to each participant).
- Receive a commemorative bib and digital certificate.
- Join a worldwide community of runners making a difference.

“Running has always united people,” says McDermott. “World Run Day is about turning that unity into positive action – one stride at a time.”

For more information, visit www.runday.com

4. Founder Bio

Bill McDermott is a lifelong runner, triathlete, and creator of World Run Day. His journey began decades ago when he turned his passion for running into a global movement. Bill's story includes his 27-mile run home from New York City on September 11, 2001—a defining moment that shaped his belief in running as a force for good. He continues to inspire runners to support charitable causes through fitness, connection, and compassion.

5. Media Contact

Bill McDermott

Founder, World Run Day

■ 917-626-9623

✉ ■ bill@runday.com

■ www.runday.com

6. Key Messages / FAQ

What makes World Run Day unique?

World Run Day lets runners everywhere choose their own race, pace, and charity. It's the freedom of running—combined with purpose.

How do participants register?

Registration is open at www.runday.com and www.runsignup.com.

Can organizations partner or sponsor?

Yes! Sponsorship opportunities and media collaborations are available. Contact Bill McDermott for more details.

How can media outlets support?

Include World Run Day in local sports and charity calendars, publish runner stories, and help inspire participation in your community.