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Credit Union Cherry Blossom Run Welcomes ASICS as Performance Footwear and Apparel Sponsor

Four-year agreement includes outfitting race committee and race ambassadors

November 6, 2019, Washington, DC: Organizers of the Credit Union Cherry Blossom 10 Mile Run and 5K Run-Walk announced today a four-year sponsorship agreement with Irvine, California-based ASICS America. Details of the agreement were not released, though race officials and race ambassadors will be provided the latest running footwear and gear each year, and race entrants purchasing upgrade shirts when registering for the race, or merchandise at the Health and Fitness Expo on race weekend, will receive outstanding-quality ASICS garments.

"As we continue to further solidify our commitment to performance running, we are honored to become the official footwear and apparel partner of the Credit Union Cherry Blossom Ten Mile Run and 5K Run-Walk," said Koichiro Kodama, CEO of ASICS America. "ASICS is a brand built on performance running, and it's a privilege to partner with a storied event that reaches such a diverse group of runners. We look forward to celebrating with the participants and spectators for many years to come."

Event Director Phil Stewart said, "ASICS is a perfect fit as the shoe and apparel sponsor of our event, which celebrates Washington, DC's cherry blossoms as an enduring symbol of friendship between the U.S. and Japan. ASICS is one of the original authentic running shoe and apparel brands that helped usher in the first running boom of the 1970s at just about the same time that the Cherry Blossom Run was starting out in 1973. Their running shoe and apparel items are the same high quality that we associate with the Credit Union Cherry Blossom Ten Mile Run and 5K Run-Walk."

The 2020 Credit Union Cherry Blossom Run marks the 19th year of title sponsorship by Credit Union Miracle Day. Since 2002, over \$9.5 million has been raised for the Children's Miracle Network Hospitals including \$400,000 this year.

The 48th running of the "Runner's Rite of Spring" will be held on April 5, 2020.

About ASICS

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of performance athletic footwear, apparel and accessories. For more information, visit www.ASICS.com.

About the Credit Union Cherry Blossom Ten Mile

The Credit Union Cherry Blossom Ten Mile, organized by Cherry Blossom, Inc., a 501c(3) chapter of the Road Runners Club of America, is known as "The Runner's Rite of Spring®" in the Nation's Capital. The staging area for the event is on the Washington Monument Grounds and the course passes in sight of all of the major Washington, DC Memorials. The event serves as a fundraiser for the Children's Miracle Network Hospitals, a consortium of 170 premier children's hospitals across North America. About one-third of the funds raised support Washington, DC's own Children's National ("Children's Hospital"). The event also funds two \$5,000 Road Runners Club of America "Roads Scholar" grants designed to support up-and- coming U.S. distance running talent.

Credit Union Miracle Day, Inc., a consortium of credit unions and credit union suppliers in partnership with CUNA Mutual Group and PSCU, is the title sponsor of the Credit Union Cherry Blossom Ten Mile Run, 5K Run-Walk and Kids' Run. Other sponsors include ASICS, presenting technology sponsor Garmin, and supporting sponsors E-Trade, Gatorade, Gold's Gym, Honey Stinger, Mamma Lucia, MedStar Sports Medicine, ParkMobile, Peet's Coffee, Potomac River Running, Suburban Solutions and UPS.

The event is a proud member of the PRRO Circuit (PRRO.org), a series of non-marathon prize money road races in Tampa, FL; Washington, DC; Spokane, WA; and Utica, NY. The circuit is committed to a drug-free sport and funds drug testing at all circuit events in compliance with the standards of international and U.S. drug testing authorities.

In addition to being sanctioned by USA Track & Field and the Road Runners Club of America, the Credit Union Cherry Blossom Run has earned Gold Level Inspire Certification from the Council for Responsible Sport in recognition of its legacy of commitment to sustainability and thoughtful resource management. To learn more, visit www.CherryBlossom.org and follow the event on social media @CUCB and #CUCB2020.

About Credit Union Miracle Day

Credit Union Miracle Day is a partnership of over 100 credit unions, CUSOs and partner organizations united to sponsor the Credit Union Cherry Blossom Ten Mile Run promoting awareness of the credit union difference and benefitting Children's Miracle Network Hospitals nationwide.

About America's Credit Unions

Credit unions provide consumers choices for financial services such as checking accounts, investments and loans of all kinds including mortgages. Funds are federally insured, but unlike banks, there are no stockholders at credit unions. Earnings are returned to member-owners in the form of lower loan rates, higher savings rates, low or no-fee products and services. The credit union philosophy of placing members' needs first is why more than 115 million Americans do their banking at one of America's 5,500 credit unions. Credit unions are for everyone - no matter where you live, there is a credit union to meet your needs.

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