

## FOR IMMEDIATE RELEASE



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## World and American Record Holder Keira D'Amato Confirmed For 2021 Credit Union Cherry Blossom Ten Mile

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***Registration closes on August 15 for September 12<sup>th</sup> race; Metro to open at 5 a.m. on race day***

**August 3, 2021, Washington, DC:** American and World Record holder Keira D'Amato will be wearing a third hat throughout the upcoming Credit Union Cherry Blossom race weekend — that of race committee member. But her clear focus will be on improving upon the record setting 10-mile time of 51:23 that she ran at the Up Dawg Ten Miler in Washington DC's Anacostia Park in a women's only invitational race. The event was organized by the Credit Union Cherry Blossom race committee members last November at a time when mass participation road races had ceased and had been replaced by a tiny number of elite only "micro-events." Keira's time was ratified as the American record by USATF last December and as the World Record by the Association of Road Racing Statisticians in July. (ARRS is the only organization keeping world records at the 10 mile distance.)

On September 12<sup>th</sup>, D'Amato will be joined on the starting line by many of the best American female distance runners as they race for the 2021 USATF 10 Mile Championships Presented by Toyota. The women will start at 7:18 a.m., while the elite men's field will be sent off at 7:30 a.m. The early start for women removes any questions of pacing or other assistance by men and qualifies the winner for a single-sex women's only record. When the U.S. men take off 12 minutes later, they, too, will be in pursuit of the 2021 USATF 10 Mile Championships as well as the men's American 10 mile record of 45:54 set by Galen Rupp last fall. Rupp's time bettered the American Record of 46:13 set by Greg Meyer at the 1983 Cherry Blossom. (Updated entries to both the men's and women's fields will be provided in mid-August and in the week leading up to the race.)

The prize pool for the 2021 USATF 10 Mile Championships totals \$26,000 for men and women. An additional \$10,000 bonus will be awarded if a man or woman breaks the American Records of sub-45:54 and sub-51:23 respectively (the bonus will be split if both

the first American man and first American woman break the record). International elite runners will be part of the field competing for an additional \$20,000 in prize money, and American runners can double-dip on American and International prize money if they finish in the top-10 overall. Should a World Record be set, there will be an additional \$10,000 bonus paid (split if both the winning male and female break the record).

In other news, race organizers have confirmed that Metro will be providing the event with a special dispensation by opening at 5:00 a.m. on race day, three hours earlier than the usual Sunday morning opening time. This will make taking Metro to the event possible (riders will be required to pay the usual travel costs).

“Metro has truly provided a gift to all our runners and volunteers by initiating Sunday operations at 5 a.m., making it the best way to travel to and from the staging area on the Washington Monument Grounds,” said event director Phil Stewart. “We greatly appreciate Metro’s support to the DC-area community as everyone emerges from the pandemic. Metro has truly opened doors and made our lives better.”

Finally, registration for the 2021 Credit Union Cherry Blossom Ten Mile and 5K Run-Walk will close on August 15<sup>th</sup>.

The 2021 Credit Union Cherry Blossom Runs mark the 20<sup>th</sup> year of title sponsorship by Credit Union Miracle Day. Since 2002, over \$10 million has been raised for the Children’s Miracle Network Hospitals, including \$439,000 in 2020. Of that \$439,000, \$66,000 came from runners donating their entry fees instead of asking for a refund when race weekend in our Nation’s Capital was wiped out by Covid-19.

### ***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 the Road Runners Club of America’s “Roads Scholar” program, 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, PCSU and CO-OP Financial Services, is the title sponsor of the Credit Union Cherry Blossom Ten Mile Run, 5K Run-Walk and Kids’ Run. Additional sponsorship comes from ASICS, Garmin Gatorade, Medstar Health and Potomac River Running.

The event is a proud member of the PRRO Circuit ([PRRO.org](http://PRRO.org)), a series of major 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](http://www.cherryblossom.org) and follow the event on social media @CUCB and #CUCB2021.

***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 are financial cooperatives that 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 a credit union.

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