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## FOR IMMEDIATE RELEASE

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## Credit Union Cherry Blossom Ten Mile Run Announces Title Sponsorship Extension for Credit Union Miracle Day, Inc.

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### ***Four-year agreement heralds 24 years of continuity in title sponsorship for “The Runner’s Rite of Spring®.”***

**October 13, 2021, Washington, DC:** Organizers of the Credit Union Cherry Blossom Ten Mile Run announced today that Credit Union Miracle Day, Inc. has renewed its title sponsorship of “The Runner’s Rite of Spring®” through 2025, extending a relationship that began in 2002. The 49<sup>th</sup> running of the race will take place on April 3, 2022.

In making the joint announcement, Race Director Phil Stewart said: "By extending their sponsorship through the 2025 race, Credit Union Miracle Day and its partners, PSCU, CO-OP Financial Services and CUNA Mutual Group, have shown their continuing commitment to serving all of the runners in the Washington, DC Metropolitan area and beyond. It is truly an example of the Credit Union difference that we have enjoyed all the way back to 2002, as have the Children's Miracle Network Hospitals, which have received over \$10 million dollars in support over this time."

“The Cherry Blossom Ten Mile Run is an iconic Washington tradition, and we are thrilled that credit unions’ longtime partnership as the title sponsor will continue,” said John Bratsakis, CUMD Chair and President/CEO of the MD|DC Credit Union Association. “For 20 years the race has helped raise funds for our industry’s charity of choice, Children’s Miracle Network Hospitals, and raise awareness about the good credit unions do for their local communities. We look forward to April when hundreds of volunteers and

runners, representing credit unions from across the country, will come together again to support children and their families being treated at CMN Hospitals.”

One common thread of the ongoing relationship between the Credit Union Cherry Blossom Ten Mile Run, 5K Run-Walk, Kids' Run and Credit Union Miracle Day, Inc. involves the very robust fundraising effort for Children's Miracle Network Hospitals (CMN) by race participants and the sponsoring credit unions and credit union partners. In particular, charity race entrants avoid the lottery by committing to raise at least \$500 for the cause. In addition, for the first time, 2021 registrants were given the opportunity to make a donation directly to CMN when entering; they responded generously with an additional \$25,000 raised. Details about the 2022 charity race entry procedure will be announced in December shortly before the opening of the entry lottery on Monday, January 3, 2022. (The entry lottery will close at midnight on Sunday, January 16.)

Since 2002, the Credit Union Cherry Blossom Ten Mile Run and 5K Run-Walk have raised over \$10 million for Children's Miracle Network Hospitals, with \$180,059 of that total being raised this past year.

### ***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. Presenting sponsors include ASICS, Garmin, MedStar Health; supporting sponsors are E\*Trade, Gatorade, Potomac River Running and Suburban Solutions.

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 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.

— End —



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