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Credit Union Cherry Blossom 10 Mile Run to Celebrate 50th Anniversary on April 2, 2023

\$50,000 World and American Record bonus pool* and hosting PRRO and RRCA Championships are just a few of many highlights planned to commemorate 50 years of world class road racing in our Nation's Capital.

October 7, 2022, Washington, DC: Organizers of the 50th running of the Credit Union Cherry Blossom 10 Mile Run (CUCB) announced today that next year's race will offer a \$50,000 record bonus, to be divided equally* among any man and woman setting a World Athletics World Best and/or American 10 mile record at *The Runner's Rite of Spring®* on April 2, 2023. The bonus payouts will be in addition to \$69,000 in guaranteed prize money, with \$44,000 paid to the top ten men and women in the international field and \$25,000 to the top ten American men and women (double dipping allowed for the Americans). The race was one of the first U.S. events to pay prize money back at the dawn of the prize money era in 1984 when the total purse was \$13,400, split evenly among the top men and women.

** If World Best times and American Records for men and women are set at the event (i.e. four records set), the \$50,000 would be split into four \$12,500 shares. If only one World or American record is set by either a man or a woman, the athlete setting the record would get the full \$50,000. If an American sets both the World and American records, and no other records are set, he or she would receive \$50,000.*

Currently, the times to beat are as follows:

- **Haile Gebreselassie's** (ETH) World Athletics Best of **44:24**, run at the Tilburg 10 Mile in Tilburg, Netherlands, September 4, 2005;
- **Keira D'Amato's** World Athletics Best in a women's only race of **51:23**, run at the UpDawg 10 Mile in Washington, DC, November 24, 2020;

- **Greg Meyer's** American Record of **46:13**, run at the Cherry Blossom Ten Mile in Washington, DC, March 27, 1983;
- **Keira D'Amato's** previously listed World Best **51:23** is also the American Record for a women's only race.

The 10 Mile will serve as the Road Runners Club of America National 10 Mile Championship and the 2022-2023 PRRO Circuit Championship. Winners of the 2022-2023 PRRO Circuit events will be eligible for the \$10,000 PRRO Super Bonus by winning the PRRO Championship (the bonus is split if an eligible male and female win the Championship).

Event Director Phil Stewart said, "Our 50th anniversary will be like no previous edition of the race, with the largest prize pool of guaranteed and bonus money ever, and featuring the RRCA and PRRO Championships. The race has always been a leader in the support of elite competition and we want to highlight this heritage in a big way in this special year."

The inaugural Cherry Blossom 10 Mile in 1973 was won by **Sam Bair**, in a time of 51:22; the women's winner was **Kathrine Switzer**, in a time of 1:11:19; 127 men and 12 women ran that first race. **Bill Rodgers** holds the honor of most victories, with four consecutive wins between 1978 and 1981. Three women have each won the race three times: **Julie Shea** (1975-77), **Lisa Weidenbach** (1990-1992) and **Lineth Chepkurui** (2008-10). **Ben Beach** leads all Cherry Blossom finishers with an active streak of 49 years. A comprehensive media guide detailing a wide variety of statistics from the first 49 CUCB races is available [here](#).

Other significant highlights of the 50th anniversary celebration will be announced in mid-October, including the procedures for entering the lottery for race registration and changes in the 5K.

Thanks to Credit Union Miracle Day's title sponsorship since 2002, the Credit Union Cherry Blossom events have raised over \$10.2 million for the Children's Miracle Network Hospitals, including \$323,000 in 2022.

About the Credit Union Cherry Blossom 10 Mile:

The Credit Union Cherry Blossom 10 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, is the title sponsor of the Credit Union Cherry Blossom 10 Mile, 5K and Kids’ Run. Current presenting sponsors include ASICS, MedStar Health and Wegmans; supporting sponsors include CO-OP Financial Services, CUNA Mutual Group, PSCU, Potomac River Running, Gatorade Endurance, Suburban Solutions and UPS.

The event is a proud member of the PRRO Circuit (PRRO.org), a series of this country’s classic non-marathon prize money road races with circuit stops in Washington, DC; Spokane, WA; and Utica, NY.

In addition to being sanctioned by USA Track & Field and the Road Runners Club of America, the Credit Union Cherry Blossom events have 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 #CUCB2023.

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 10 Mile 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 131 million Americans do their banking at a credit union.

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