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50th Credit Union Cherry Blossom Expands to Two Days with 5K Moving to Saturday, April 1, 2023

REI Co-op to sponsor reimagined 5K with no lottery.

November 2, 2022, Washington, DC: In a major change to its 50th anniversary celebration, Credit Union Cherry Blossom (CUCB) organizers announced that the 5K, which has been held on the Washington Monument Grounds on the same day as the 10 Mile since it became a timed run-walk in 2006, will become a standalone event on **Saturday, April 1, 2023**, the day before the 50th annual 10 Mile. The 5K will stage on Freedom Plaza and traverse the route of Presidential Inaugurations down Pennsylvania Avenue before crossing the National Mall in the shadow of the Capitol Building and returning by the same route. REI Co-op will be the presenting sponsor of the 5K and the ½ mile Kids Run, which will also be held on Saturday, April 1, at the National Building Museum.

Unlike previous years, there will be no lottery for the 5K. Entries will be accepted on a first come, first served basis until the event reaches its 5,000-runner limit. To give runners the opportunity to run both events, the lottery for the 10 Mile will be held prior to the opening of first come, first served 5K registration. The 10 Mile lottery will open from Thursday, December 1 at 10:00 am to 11:59 pm on Thursday, December 15, 2022. Registration for the 5K will open on Tuesday, December 20, 2022, after results of the 10 Mile lottery have been posted, and will continue until the 5K fills — or February 28, 2023 — whichever comes first. Registration for the Kids Run will open on Tuesday, January 2, 2023.

Event Director Phil Stewart said: “In an effort to celebrate runners at all levels, we are excited to give our 5K its own stage — and what a stage it will be —featuring a dramatic course down Pennsylvania Avenue and across the National Mall. This new format opens the possibility for our 10 Mile entrants to enjoy a full weekend of running in our Nation’s Capital by running the 5K on Saturday and the 10 Mile on Sunday, which just happens to total exactly a half marathon over two days. As we

embark on this new format, we are equally excited to introduce REI as our first-ever 5K and Kids Run presenting sponsor.”

REI's Brand Engagement Manager for Washington, DC John McClamy added, “Time outside is fundamental to a life well-lived, and we could not be more excited to support runners across the region participating in the 2023 Credit Union Cherry Blossom 5K and Kids Run. We go further together, whether we are walking, jogging, running, or crawling across the finish line. We can’t wait to get outside with the community in April to complement our focus to foster more inclusive outdoor spaces and events.”

With six stores in the Washington, DC area, REI is poised to help runners of any skill level confidently run outside and through all weather conditions. The company is broadening its product assortment of the most sought-after running gear, evolving in-store experiences, and expanding partnerships to help more customers turn to the co-op for their individualized running needs. Details about training and group runs in the capital region will be available early next year. The co-op also hosts online resources through its Expert Advice (<https://www.rei.com/learn/c/running>) and its YouTube channel (<https://www.youtube.com/channel/UCITrr59yzJoB7QuaFgDj1Ag>).

Other significant changes to the 5K include:

- Race day packet pick-up at the Health & Fitness Expo at the National Building Museum on Friday, March 31, or on Freedom Plaza on race morning.
- Expanded awards to include five deep overall as well as the top three finishers in each age group.
- T-shirts and medals will be specific to the 5K.
- There will be special awards for runners who participate in both races.

There will also be virtual editions of the 10 Mile and 5K, which will take place during the National Cherry Blossom Festival, March 20 – April 16, 2023. Virtual Run registration will open on January 2, 2023.

Thanks to Credit Union Miracle Day’s title sponsorship since 2002, Credit Union Cherry Blossom races 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 races, organized by Cherry Blossom, Inc., a 501c(3) chapter of the Road Runners Club of America, are known as “The Runner’s Rite of Spring®” in the Nation’s Capital. The staging area for Sunday’s 10 Mile is on the Washington Monument Grounds, and the course passes in sight of all of the major Washington, DC

Memorials. In 2023, the reimagined Saturday 5K will stage on Freedom Plaza and traverse the route of Presidential Inaugurations down Pennsylvania Avenue before crossing the National Mall in the shadow of the Capitol Building and returning by the same route. The Kids Run is staged on the grounds of the National Building Museum. All events serve 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, Kids Run and Virtual Run. Current presenting sponsors include ASICS, MedStar Health, REI and Wegmans; supporting sponsors include Co-op Solutions, CUNA Mutual Group, PSCU, Potomac River Running, Gatorade Endurance, Suburban Solutions and UPS.

The 10 Mile is a proud member of the PRRO Circuit (<http://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. The 2023 10 mile will serve as the 2022-2023 PRRO Championship.

In addition to being sanctioned by USA Track & Field and the Road Runners Club of America, the Credit Union Cherry Blossom races 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 <https://www.cherryblossom.org/> and follow the event on social media @CUCB and #CUCB2023.

About REI Co-op:

REI is a specialty outdoor retailer, headquartered near Seattle. The nation's largest consumer co-op, REI is a growing community of 21.5 million members who expect and love the best quality gear, inspiring expert classes and trips, and outstanding customer service. REI has 178 locations in 42 states and the District of Columbia. If you can't visit a store, you can shop at REI.com (<https://www.rei.com/>). REI Outlet or the REI shopping app. REI isn't just about gear. Adventurers can take the trip of a lifetime with REI's active adventure travel company that runs more than 100 itineraries across the country. In many communities where REI has a presence, professionally trained instructors share their expertise by hosting beginner to advanced level classes and workshops about a wide range of activities. To build on the infrastructure that makes life outside possible, REI invests millions annually in hundreds of local and national nonprofits that create access to—and steward—the outdoor places that inspire us all.

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 races, 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, and 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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