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Media Contact Information (not for publication):

Keith Peters
Media Coordinator
307-690-6803
kpeters@cherryblossom.org

Website: www.cherryblossom.org

Credit Union Cherry Blossom 5K Presented by REI Wins USA TODAY 10Best Readers' Choice 2023 Travel Award Contest for Best 5K Race

Popular recognition is testament to not just a well-organized event, but to the attraction of peak bloom of the iconic cherry trees in our Nation's Capital.

April 7, 2023, Washington, DC: Organizers of the USA TODAY 10Best Readers' Choice Awards announced today the top-10 vote getters in their recent contest for Best 5K Race. Voting for the award opened on February 27, 2023 and closed on March 27. The Credit Union Cherry Blossom 5K presented by REI ended up getting the most votes among a notable group of 5K races:

1. Credit Union Cherry Blossom 5K presented by REI
2. Carlsbad 5000
3. Running From Yeti 5K
4. William A. Irvin 5K
5. Jeannie Rivard Memorial 5K
6. A Christmas Story Run
7. Disney Princess 5K presented by CORKCICLE
8. Abbott Dash to the Finish Line
9. RunSedona 5K
10. The 5K - Big Sur International Marathon



Event Director Phil Stewart said: “There are more 5K races in the U.S. than any other distance, so to end up at the top of this list based on the votes of runners from around the country is incredibly satisfying and a tribute to our hard-working organizing committee. We hope that runners everywhere will put our event on their bucket list and come join us.”

John McClamy, REI Co-op’s Mid-Atlantic - Local Marketing Regional Manager, added: “As we look to inspire and enable life outside for everyone, it’s an honor to be part of a cause that highlights we are all in it together and a race that celebrates everyone where they are in their journey to time outside.”

The 2023 Credit Union Cherry Blossom 5K presented by REI was held on Saturday, April 1, with nearly 6,000 runners enjoying a new course down Pennsylvania Avenue, NW, that retraces the route of the Presidential Inaugural Parade before passing in front of the U.S. Capitol Building and crossing the National Mall. This year’s event featured two very close races-- **Johan Fagerberg** beat **Mark Leininger** in the men’s race, though both were given the same time of 15:03, and **Casey Greenwalt** prevailed over **Rachael Gallup** by one second, 18:13 vs 18:14. **Caity Hines** was first among non-binary runners in a time of 24:22.

For the past 21 years, Credit Union Miracle Day has been the title sponsor of the Credit Union Cherry Blossom 10 Mile and 5K. REI Co-op came on board this year to become presenting sponsor of the 5K.

Over the 21 years of Credit Union Miracle Day title sponsorship, the partnership with Credit Union Cherry Blossom organizers and charitable runners has generated over \$10.6 million for the Children’s Miracle Network Hospitals. This year’s fundraising effort totaled \$450,000, which included direct donations by runners, Charity Race Entrants, and contributions from the sponsoring credit unions and credit union partners.

About USA TODAY 10Best Reader’s Choice Awards:

Nominees for all categories of the USA TODAY 10Best Readers’ Choice Awards are chosen by a panel of relevant experts, including editors from USA TODAY and 10Best.com as well as relevant expert contributors. And, while the 10Best Readers’ Choice Award contest lives on [10Best.com](https://10best.com) — a standalone travel media site — the contest is promoted across USA TODAY Travel Media Group’s digital and mobile products as well as via social media.

10Best.com provides users with original, unbiased, and experiential travel content of top attractions, things to see and do, and restaurants for top destinations in the U.S. and around the world.

About Credit Union Cherry Blossom:

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 the 10 Mile is on the Washington Monument Grounds, and the course passes in sight of all of the major Washington, DC Memorials. The reimagined Saturday 5K stages on Freedom Plaza and traverses the route of Presidential Inaugurations down Pennsylvania Avenue before crossing the National Mall in the shadow of the U.S. 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 Medical Center (“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 partners, is the title sponsor of the Credit Union Cherry Blossom 10 Mile, 5K, Kids Run and Virtual Run. Current presenting sponsors include ASICS, REI Co-op and Wegmans; supporting sponsors include CACI, Co-op Solutions, CUNA Mutual Group, Gatorade Endurance, Guayaki, MedStar Health, Outside+, PSCU, Potomac River Running, Suburban Solutions, The MO Apartments and UPS.

The 10 Mile is a proud member of the PRRO Circuit ([PRRO.org](https://prro.org)), a series of America’s Classic Road Races featuring prize money for the top finishers with circuit stops in Washington, DC; Spokane, WA; and Utica, NY. The 2023 10 Mile served 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 www.cherryblossom.org and follow the event on social media @CUCB and #CUCB2023.

About the 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://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.

Thanks to credit union title sponsorship since 2002, the Credit Union Cherry Blossom Run has raised over \$10.6 million for the Children's Miracle Network Hospitals, including \$450,000 this year.

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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Please do not reply to this email; this address is not monitored. Please address all inquiries to Keith Peters at kpeters@cherryblossom.org.

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