



FOR IMMEDIATE RELEASE

Media Contact Information (not for publication):

Kristen Loflin
Media Coordinator
229-886-9360
Kloflin@cherryblossom.org

Website: www.cherryblossom.org

Stumpy the Cherry Tree Celebrated Through the Credit Union Cherry Blossom Events

The popular cherry tree to be featured on shirts and medals for 10 Mile, 5K and Double Blossom

February 29, 2024, Washington, DC: The organizers of the Credit Union Cherry Blossom are excited to announce 2024 as the “Year of Stumpy” by highlighting the cherry tree that has won countless Tidal Basin visitors and internet hearts in recent years.

Heralded for resiliency, Stumpy garnered fans after a picture was shared of the tree struggling with the water from the flooding tides of the Tidal Basin near the Jefferson Memorial. Although not as tall and awash in blossoms as his brethren cherry trees, Stumpy continues to live and bloom each Cherry Blossom season, even providing a picturesque frame for the notable Washington Monument.

“Runners face challenges each year, through training and life, but still continue to adapt and accomplish goals year after year,” says Event Director Phil Stewart. “Like them, Stumpy faces adversity and still blooms beautifully despite obstacles out of its control.”

The 51st running of the Credit Union Cherry Blossom 10 Mile and 5K will take place on the weekend of April 6-7 and is part of the National Cherry Blossom Festival. Saturday’s events will include the 5K presented by ASICS and the Kids Run starting at Freedom Plaza. Sunday’s 10 Mile will serve as the USA Track & Field Men’s and Women’s National 10 Mile Championship for the second year in a row. Hillary Bor set a new American 10 Mile record of 46:11 last spring, breaking by two seconds the 40-year-old record that was set at this event back in 1983.

Entries to both the 10 Mile and 5K are closed, but spectators are encouraged to come out and watch 7,000 5K runners at 9:15 am and 500 kids at 11:00 am on

Saturday and 17,000 10 Mile participants at 7:18 am on Sunday. These fields will be headed by top international and American runners competing for nearly \$100,000 in prize money in the Washington, DC area's only event featuring a significant prize purse and international renown.

Thanks to Credit Union Miracle Day's title sponsorship since 2002, the Credit Union Cherry Blossom has raised over \$11 million for the Children's Miracle Network Hospitals, including \$450,000 in 2023.

About Credit Union Cherry Blossom:

The Credit Union Cherry Blossom, 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 10 Mile is on the Washington Monument Grounds and the course passes in sight of all of the major Washington, D.C. Memorials. The 5K begins at Freedom Plaza and proceeds down Pennsylvania Ave. to the U.S. Capitol building, tracing the route of Presidential Inaugurations. 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, D.C.'s own Children's National ("Children's Hospital"). The event also funds the Road Runners Club of America's "RunPro Camp," a program to teach top recently-graduated U.S. collegiate distance runners about life as a professional runner.

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. Presenting sponsors include ASICS, BellSant, REI, Warner Bros. Discovery, and Wegmans; supporting sponsors include CO-OP Solutions, PSCU, TruStage, Outside+, Potomac River Running, Gatorade Endurance, Suburban Solutions, United Lifestyle Brands and The Westin Washington DC Downtown hotel.

The 10 Mile is sanctioned by [USA Track & Field](#) and the [Road Runners Club of America](#) and is a proud member of the [PRRO Circuit](#), a series of this country's classic road races with circuit stops in Washington, D.C.; Spokane, WA; Utica, NY; and Davenport, IA. The 5K was voted the Best 5K in the country by a 2023 *USA Today* poll. To learn more, visit <https://www.cherryblossom.org/>.

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 and 5K, 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.

About [National Cherry Blossom Festival](#):

The National Cherry Blossom Festival is one of the world's great celebrations of spring. The 2024 Festival takes place March 20 – April 14, and includes four weeks of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. Leadership Circle Sponsors for the 2024 National Cherry Blossom Festival are Events DC, Amazon, and All Nippon Airways (ANA). Mark your calendars! Save the dates for the 2024 Festival signature events.

Visit NationalCherryBlossomFestival.org or call 877.44.BLOOM for more information. Get the latest updates via email and follow the Festival on social media! Facebook (@CherryBlossomFestival), Instagram (@CherryBlossFest), Twitter (@CherryBlossFest) and YouTube (@CherryBlossFest).

— End —



Credit Union Cherry Blossom, Inc. | www.cherryblossom.org