



FOR IMMEDIATE RELEASE

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Media Coverage of the 10 Mile on Sunday, April 6: There will be two press trucks for the 10 Mile on Sunday, April 6 (one for the women's race, which starts at 7:18 a.m., and one for the men's race at 7:30 a.m.). Space on all media trucks is extremely limited, so contact Kristen ahead to ensure seating. TV crews should also call in advance to secure parking for vehicles on Jefferson Drive SW. Plan to arrive well in advance of the race start as many roads in the area will be closed for the runners as early as 6:30 a.m. Click [here](#) for a map of road closures.

Media Coverage of the 5K and Kids Run on Saturday, April 5: There is no lead press truck for the 5K on Saturday, April 5. TV crews covering the 5K and/or the Kids Run should call in advance to secure parking near the 5K and Kids Run start/finish areas at Freedom Plaza on Saturday. The 5K starts at 9:15 a.m. and the Kids Run starts at 11:00 a.m.

Photographers: There will be very limited space at the 5K and 10 Mile finish lines for photographers. Please contact the Media Coordinator if you wish to be considered for a finish line photo credential. Please be respectful of race officials and volunteers as they try to keep the area clear and safe for all involved.

Links to all relevant media resources can be found on the Credit Union Cherry Blossom website [here](#).

Two-Time USATF 10 Mile Men's Champion Strives to Defend Title at Credit Union Cherry Blossom 10 Mile

***Hillary Bor will compete for his third consecutive
championship; 2024 U.S. Olympian Fiona O'Keeffe
highlights women's elite field; CUCB 5K Named Best 5K
by USA Today 2025 10Best Readers' Choice Poll***

April 3, 2025, Washington, DC: Organizers of the Credit Union Cherry Blossom 10 Mile (CUCB) announced today this year's invited elite field as notable American runners will compete against a fierce field of past champions on Sunday, April 6. The elite women will start first at 7:18 a.m., followed by the men and the masses at 7:30 a.m.

For the third consecutive year, the Credit Union Cherry Blossom 10 Mile will serve as the USATF National 10 Mile Championships. The men's American field is highlighted by **Hillary Bor**, the two-time defending U.S. 10 Mile Champion. In 2023, Bor set the American 10 Mile record of 46:11, only to break it again last year with a time of 45:56. (Bor's record was recently eclipsed at the Aramco Half Marathon by Connor Mantz, who went through 10 miles in 45:16). Bor is joined by fellow Americans Abbabiya (**Biya**) **Simbassa** and **Sam Chelanga**, who placed fifth and eleventh at the 2024 CUCB. Simbassa, the 2021 U.S. Champion, is coming off a 10th place performance at the United Airlines NYC Half Marathon in March with a 1:02:04 time, and Chelanga ran a 1:03:13 at the Atlanta Half Marathon in early March for 16th place.

The American trio are ready to challenge last year's CUCB overall winner **Wesley Kiptoo**, who finished two seconds before Bor in 2024. The two are set to push each other again as both are coming off impressive performances at the Aramco Half Marathon, finishing in sixth and seventh place respectfully. Bor's 10 mile split was 45:44, a good sign of his fitness. Along with impressive performances at the Atlanta Half Marathon and the New York City Half, both of which ran earlier in March, Bor appears to be running his fastest ever on the roads. **Patrick Dever** from Great Britain could surprise the International competition as he is coming off a fifth place performance, 1:00:11 at the Amarco Half Marathon, where he finished ahead of Bor and Kiptoo. Dever also took fourth place at the United

Airlines NYC Half Marathon in 1:00:19, finishing just behind Bor who came in third place in 59:55. **Shota Taguchi**, Japan, will be making his 10 mile debut.

On the American women's side, **Fiona O'Keeffe** looks to chase the women's 10 mile American record while challenging for the overall win. The U.S. 2024 Olympian is also coming off a strong race at the United Airlines NYC Half Marathon where she ran a 1:07:46 for second place. Her big win at the U.S. Olympic Marathon Trials in 2024, her first ever professional marathon, showcases her ability to perform at a high level in high pressure moments. O'Keeffe will be racing against **Anne Frisbie**, who finished third amongst female Americans at last year's U.S. Women's 10 Mile Championship and fifth overall. O'Keeffe and Frisbie are joined by **Emma Grace Hurley**, who is returning to CUCB after finishing fourth in 2023 and is coming off a second-place finish at the Publix Atlanta Half Marathon, the host of the 2025 USATF Half Marathon Championships, with a time of 1:07:35. Up-and-coming American runner **Taylor Roe** might be the most primed for victory out of the women as she bested Hurley at the Publix Atlanta Half Marathon by 13 seconds, taking first place and the U.S. Half Marathon Championship in 1:07:22. Known for her prowess on the track, Roe also just clocked a 30:58.66 on March 29 at The Ten, a 10,000 meter race, for fourth place.

Asayech Ayichew appears to be the toughest International competition for the Americans. Ayichew's 10-mile personal best of 51:18, run at the 2024 Dam tot Damloop 10 Mile, is among the best in the field. Ayichew is joined by fellow Ethiopian **Adane Animew**, who will be making her 10-mile debut. Ayichew could play spoiler as she recently took sixth place at the 2025 Ras Al Khaimah Half Marathon with a time of 1:08:02, and raced to fourth place in the Cardiff, Wales Half Marathon in 1:07:47 last October.

"Over the last two years, the Credit Union Cherry Blossom has witnessed top American runners blistering through the course with record-breaking times in pursuit of the USATF 10 Mile Championship," expressed Event Director Phil Stewart. "With great weather and fast International competition to serve as further motivation, we are excited to see how this year's field performs and possibly witness Hillary Bor defending his title once again."

In 2025, the guaranteed American prize purse totals \$42,600, split evenly between men and women, and the guaranteed international purse is \$32,000, also split evenly between men and women. American runners placing in the top 10 overall are eligible to receive both open and American-only prize money.

Additional prize money is available for eligible athletes who break a World, American or Event record: \$5,000 for a World or an American record and \$3,000 for an Event record. There are also time incentives of \$1,000 for the first male to run sub-46 minutes and first female to run sub-52 minutes, with an additional \$750

on the line should a second male and/or female achieve those same sub-46 and sub-52 minute milestones.

The fastest times in the men's field are just sub-46 minutes, with Kenyan **Wesley Kiptoo** holding a personal best of 45:54, set at last year's CUCB victory, and American **Hillary Bor** with a 45:44 personal best. For the women, Ethiopian **Asayech Ayichew** boasts a 51:18 personal best, while Americans **Fiona O'Keeffe** comes in with a 51:42 personal best and **Anne Frisbie** will look to improve on her 52:01.

The 10 Mile will also serve as a stop on the 2024-2025 [Professional Road Running Organization \(PRRO\) Circuit](#) with the overall winners automatically qualifying for the \$20,000 PRRO Super Bonus to be awarded at the PRRO Championship at the Boilermaker 15K in Utica, NY, this July. Other top finishers will earn points toward qualifying for the PRRO Super Bonus. A full breakdown of the available prize money for the Credit Union Cherry Blossom 10 Mile can be found [here](#).

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** (1985, 89 and 90) and **Lineth Chepkurui** (2008-10). **Ben Beach** leads all Cherry Blossom finishers with an active streak of 51 years. A comprehensive [Media Guide](#) detailing a wide variety of statistics from the first 51 CUCB races will be available [here](#) on Friday, April 4.

The elite runners will be joined by over 18,000 other participants for the "Runner's Rite of Spring." Additionally, the Credit Union Cherry Blossom 5K presented by Asics, recently named the Best 5K Race by the USA Today 10Best readers, returns to Freedom Plaza on Saturday, April 5 at 9:15 a.m. Of the over 7,000 5K runners, 2,400 of them are Double Blossom participants who complete the 3.1 mile distance on Saturday and the 10 mile on Sunday. Following the 5K on Saturday is the Kids Run presented by Amazon, which will begin at 11:00 a.m. for ages four to 10.

Race participants and the general public are invited to the Health and Fitness Expo presented by Wegmans at the National Building Museum where there will be series of clinics on Saturday, headlined by Lauren Fleshman, author of the best-selling book *Good for Girl*, and four-time race winner Bill Rodgers. Click [here](#) for the full line-up of clinic speakers.

The **Credit Union Cherry Blossom 5K presented by Asics** was recently awarded the designation of Best 5K by the 2025 USA Today 10Best Readers' Choice poll. Voting for the award opened on February 24, 2025 and closed on March 24. The Credit Union Cherry Blossom 5K presented by Asics ended up getting the most votes among a notable group of 5K races, including such iconic events as the Carlsbad 5000, Abbott Dash to the Finish Line 5K, Delta Dental 500 Festival 5K, and 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."

Last year, the event organizers introduced Stumpy the mascot, an homage to the resiliency displayed by the erstwhile tiny cherry tree that used to reside along the tidal basin before construction required the tree's removal. In that same display of spirit, one runner lining up for this year's 5K is Tracy Fox, who lost part of a limb in a bus accident while visiting Washington DC a little over a year ago. Her residual limb, affectionally known as "Stumpy Jo," attracted Tracy to participate in the Credit Union Cherry Blossom 5K when she learned about the mascot Stumpy. It will be her second 5K since the incident.

Again this year, 10 Mile participants will be able to access the Metrorail two hours early, with normal service on all lines beginning at 5 a.m. on Sunday, April 6. Metro's standard 7:00 a.m. opening on Saturday, April 5 will make it a transportation option for participants in the 5K.

Thanks to Credit Union Miracle Day's title sponsorship since 2002, the Credit Union Cherry Blossom Run has raised over \$11.5 million for the Children's Miracle Network Hospitals, including \$550,000 in 2024. The 2025 fundraising total will be announced at a special check presentation moments before the start of the 10 Mile.

2025 Event Timetable

Friday, April 4

National Building Museum

2:00 P.M. — 8:00 P.M.

Health and Fitness Expo presented by Wegmans

(Packet pickup for 10 Mile, 5K, Double Blossom and Kids Run closes at 7:45 P.M.)

Saturday, April 5

Freedom Plaza – 5K presented by Asics

7:00 A.M. — 8:45 A.M.

5K race bib and t-shirt pickup

9:10 A.M.

Opening Ceremonies for Credit Union Cherry Blossom 5K presented by Asics

9:13 A.M.

Presentation of the colors by the U.S. Air Force Honor Guard and singing of the National Anthem by Choral Arts Society of Washington

9:15 A.M.

5K Mass Start

5K course closes at 10:30

10:15 A.M.

5K Awards Ceremony

Freedom Plaza – Kids Run presented by Amazon

9:30 A.M. – 10:45 A.M.

Kids Run bib and t-shirt pickup

10:53 A.M.

Opening ceremony for the Kids Run presented by Amazon

10:58 A.M.

Singing of the National Anthem by Choral Arts Society of Washington

11:00 A.M. — 12:00 P.M.

Credit Union Cherry Blossom Kids Run presented by Amazon

Saturday, April 5
National Building Museum

9:00 A.M. — 5:00 P.M.

Health and Fitness Expo presented by Wegmans
(Packet pickup for 10 Mile closes at 4:45 P.M.)

11:30 A.M. — 4:30 P.M.

Speakers Program in National Building Museum Auditorium. Click [here](#) for schedule.

Sunday, April 6
Washington Monument Grounds

5:00 A.M.

Metro opens for travel to the race

7:00 A.M.

Deadline for check in at media tent for anyone seeking press truck access — first come, first served

7:13 A.M.

Presentation of the colors by the Naval District of Washington Ceremonial Color Guard and singing of the National Anthem by Choral Arts Society of Washington

7:18 A.M.

Advance start for elite and seeded women

7:20 A.M.

Credit Union Miracle Day check presentation at start line

7:28 A.M.

Wheelchair and Duo Racers start

7:30 A.M.

10 Mile start for elite international and U.S. men as well as the first of six mass start waves, five more of which will depart every 3-4 minutes thereafter

7:55 A.M.

Final wave of 10 Mile starts

8:00 A.M.

Starting line closed; no late starters allowed

8:09 A.M.

Expected arrival time of female winner

8:15 A.M.

Expected arrival time of male winner

10:15 A.M.

Formal awards ceremony begins (age group and team awards are not given out on race day)

8:00 P.M.

Results posted at www.CherryBlossom.org

About Credit Union Cherry Blossom:

The Credit Union Cherry Blossom, organized by Cherry Blossom, Inc., a 501(c)(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 provides a \$6,000 purse for recent “graduates” of 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, the presenting sponsor of Saturday’s 5K, Wegmans, presenting sponsor of the Health and Fitness Expo held in conjunction with packet pick-up, and Amazon, presenting sponsor of the Kid’s Run; supporting sponsors include Valera, Embassy of Japan, DrinkMore Water, TruStage, Outside+, Potomac River Running, Gatorade Endurance, Suburban Solutions Moving, Select Event Group, and United Lifestyle Brands.

The 10 Mile is sanctioned by USA Track & Field and the Road Runners Club of America. It is a proud member of the PRRO Circuit. The 5K was voted the Best 5K in the country by *USA Today* polls in 2023 and 2025. 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 & 5K benefitting Children's Miracle Network Hospitals nationwide and promoting the difference credit unions make in their communities.

About 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 142 million Americans do their banking at a credit union.

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