



## FOR IMMEDIATE RELEASE

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# ***Credit Union Cherry Blossom 10 Mile Media Guide Now Available***

## ***Several media opportunities for credentialed media***

**April 3, 2025, Washington, DC:** The [2025 Credit Union Cherry Blossom 10 Mile and 5K Media Guide](#) detailing a wide variety of statistics from the first 51 CUCB races, loads of information regarding this year's event and details on the elite athletes who will be racing, as well as human interest stories from further back in the pack, is now available [here](#).

**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.

[Contact Kristen Loflin](#) for race-day media credentials. Links to all relevant media resources can be found on the Credit Union Cherry Blossom website [here](#).

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## **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.

Credit Union Cherry Blossom, Inc. | [www.cherryblossom.org](http://www.cherryblossom.org)