



**Contact: Gary Ferman or Lisa Franson  
Specialty Sports  
(954) 432-1143**

### **5,000 STUDENTS RUN FOR SOMETHING BETTER AT ING MIAMI MARATHON®**

The ING Run For Something Better Program®, which began in 2003 with a few hundred Dade County Middle School students training as runners and then participating in a mile run as part of ING Miami Marathon and Half-Marathon® festivities, has swelled to more than 5,000 participants in 2010.

That swarm of youngsters will gather at the steps of the Dade County courthouse at 11 a.m. on January 31 and will run their own 1.2 mile race down Flagler Street after the completion of the big race. The program, created to introduce kids to the benefits of running and developing a healthier lifestyle, is sponsored by ING and implemented by the Fit Nation Foundation.

“The size of the program has tripled over the past five years,” said Dave Scott, General Manager of US Road Sports & Entertainment of Florida and Race Director of the ING Miami Marathon. “With so many physical education and sports programs having been scaled back due to budget cuts, the RFSB program is an initiative to develop an appreciation for physical activity through running among middle school age students.

“Each passing year this program has grown and these youngsters will be joining the ranks of a growing health and fitness generation. I honestly believe that kids love to run. However, as parents and adults, we have constantly been telling our children don’t run! Here the Fit Nation Foundation and the ING Run For Something Better program is reversing that by challenging them to start running and not stop.”

The kids have trained for 15 weeks at their respective schools, running a minimum of 25 miles over that period of time. The 1.2 mile finale is a celebration run of their participation in the program. Marathon sponsor ING pays for their bus transportation to the race and provides each youngster with orange shoe laces, a t-shirt, a medal and a post-race snack.

“This is a program that we have really been excited about and the support from ING has been immeasurable,” said Dr. Jayne Greenberg, Executive Director for Physical Education and Health Literacy for Dade County Schools. “Even though 5,000 kids are running the final mile at the race on Sunday, we have 11,000 students at the schools who have been completing the training program.

“They are learning to carry over what they are doing in running into their personal lives and realizing that they can achieve more than what they thought they could. This program has not only enhanced the fitness levels and health of the kids, but it has carried over to other areas of their academic and personal lives.”

The schools participating in the program are Allapattah Middle, Ammons Middle, ASPIRA, Avocado Elementary, Belen, Bowman Foster, Calusa Elementary, Campbell Drive Middle, Carol City, Carver Middle, Charter School at Waterstone, Citrus Grove, Coral Park, Cutler Ridge Middle, Doctors Charter School, Emerson Elementary/Pinecrest Academy, Feinberg Fisher Middle, Gould Elementary, Hammocks Middle, Henry Filer Middle, Hialeah Gardens Middle, Jorge Mas Canosa, Kenwood, Key Biscayne K-8, Lake Stevens Middle, Lawton Chiles, McMillan Middle, Miami Lakes K-8, Palmetto Middle, Palm Springs Middle, Ponce de Leon Middle, Richmond Middle, R.R. Moton Elementary, Rockway Middle, Sommerset, South Dade Middle, St. John Neumann, St. Louis, St. Teresa, Sunset Park Elementary, Tropical Elementary, Winston Park K-8 Center, and WR Thomas Middle.

“What is nice is that with all the cutbacks in the public school system that ING provides this program for the kids free of charge, paying for everything,” said Josh Liebman, the coordinator of the ING Run For Something Better program for the ING Miami Marathon. “I don’t think we can do enough to promote wellness and create awareness for child obesity.

“This is a successful program and that is why it keeps growing. More schools want to participate and then the existing schools get more students involved. This has become something the physical education teachers look forward to doing. They love it for the kids.”

**About US Road Sports**

*US Road Sports & Entertainment Group is a health and wellness company dedicated to the production of world-class endurance events. The mission of US Road Sports is to offer an unparalleled participant sports experience that showcases host communities and endures as a deeply valued local asset through events that are a part of the city’s culture, identity and brand. For each participant, US Road Sports strives to offer events that allow participants of all skill levels the opportunity to improve their physical and mental health and accomplish life-altering goals while having fun. US Road Sports provides sponsors and municipalities highly effective exposure to help maximize their presence and message in the community.*