



**\*\*FOR IMMEDIATE RELEASE\*\*** - April 8, 2019

**Girls on the Run of South Central Wisconsin**  
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*Record season is off and running for Girls on the Run of South Central Wisconsin*

Girls on the Run of South Central Wisconsin's 28<sup>th</sup> season is officially underway with 68 teams in our 8 county territory. In all, 1075 girls in our region are off and running – learning critical life skills and being inspired to be joyful, healthy and confident through running. They are being mentored and supported by over 300 volunteer coaches and site liaisons. Our incredible volunteers will collectively contribute over 12,000 hours of service to our local youth this season alone.

We are also proud to share that no girl was turned away for an inability to pay. We awarded \$29,000 in scholarships to over 250 families with need.

This is our council's largest season to date and we're already looking forward to a record-breaking 5K event taking place on Saturday, June 1 in Middleton.

In 2015, Common Sense Media reported that frighteningly, 80% of 10-year old girls have already been on a diet and more than half of girls aged 6-8 want thinner bodies. The Girls on the Run curriculum shares empowering and positive messages with 3-5<sup>th</sup> grade girls and has been proven to help girls build confidence and make healthy choices as they prepare for the challenges of adolescence.

Registration for the Fall 2019 season will open on August 1, 2019. The Fall 2019 season will begin during the week of September 9, 2019.

To learn more about bringing Girls on the Run to your school or community, visit [www.girlsontherunscwi.org](http://www.girlsontherunscwi.org).

**About Girls on the Run of South Central Wisconsin:** Girls on the Run SCWI is a 501(c)(3) non-profit organization offering positive youth development programming in Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk Counties. Girls on the Run SCWI is an independent council of Girls on the Run International, which included more than 200 councils in the U.S. and Canada. Girls on the Run inspires girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running. Trained volunteer coaches lead small teams through the research-based lessons which include dynamic discussions, activities and running games. Girls in 3rd-5th grade develop essential skills to help them navigate their worlds, prepare for adolescence, and establish a lifetime appreciation for health and fitness. The program culminates with the girls creating and executing a community impact project and completing a celebratory 5K event. Since 2005, nearly 13,000 girls at over 80 program sites throughout South Central WI have benefited from Girls on the Run.

For more information about Girls on the Run of South Central Wisconsin,  
visit: <https://www.girlsontherunscwi.org/>