



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Lynchburg Designated a Runner Friendly Community

LYNCHBURG, VA – The Lynchburg Road Runners Club is pleased to announce that Lynchburg has been selected by the Road Runners Club of America to receive the designation as a *Runner Friendly Community*®. Lynchburg is one of 15 cities selected this year and only the second in the state of Virginia with such a designation.

The designation is the culmination of a comprehensive, collaborative, community effort led by the Lynchburg Road Runners Club. Instrumental in the success of this application was the support of the City of Lynchburg, Genworth Financial, Centra Health, AREVA, and Moore & Giles. Lynchburg met the program's criteria, which focused on the areas of community infrastructure, community support, and local government support for running.

Lynchburg has experienced a running boom in recent years with the City hosting more than 20 running events annually. The application details the City's positive relationship with the running community in the areas of public safety, parks and recreation, and event permitting. The economic impact and importance of running to the overall quality of life was highlighted by letters of support written by the City of Lynchburg, Genworth Financial, Centra Health, AREVA and Moore & Giles as well as a business survey conducted by the City's Office of Economic Development.

The application also captures the character of a running community highlighted by youth running initiatives, training groups, race series, and health & wellness opportunities often led by the Lynchburg Road Runners Club.

The goals of the *Runner Friendly Community* program are to shine a national spotlight on communities that stand out as runner-friendly and to provide incentives and ideas for communities to work towards becoming runner friendly communities. Runner friendly communities increase the quality of life, improve physical activity for residents, and provide for increased economic impact for the community.

A copy of The Lynchburg Road Runners Club Runner Friendly Community application can be found on its website www.lynchburgroadrunners.org.

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