

## MEDIA KIT



### EMPOWERING THE NEXT GENERATION!

Girls on the Run NJ East is proudly celebrating 25 years of inspiring girls to recognize their inner strength, boldly chase their dreams, and uplift those around them. Since 2000, we've helped more than 25,000 girls lace up their sneakers—and their confidence—for life-changing journeys that go far beyond the finish line.

### GOTR NJ EAST JOYFULLY SERVES

Burlington, Essex, Hunterdon,  
Mercer, Morris & Union Counties

## CONNECT

Suzanne Elliott  
Executive Director



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## Vision & Mission

Girls on the Run envisions a world where all girls can know and activate their limitless potential and be free to boldly pursue their dreams. The program inspires girls to be joyful, healthy and confident using a fun, experience-based curriculum that creatively integrates movement.



## OVERVIEW

### Reach



**Girls on the Run NJ East** has been a powerful force in our local communities for 25 incredible years, reaching over 25,000 girls and building a community of volunteers, families, and supporters. Our programs combine physical activity with critical life skill development, preparing girls to boldly navigate life's ups and downs. Each season culminates in a joyful, non-competitive 5K that celebrates every girl's growth—on the track and in life. **We empower girls in Burlington Essex, Hunterdon, Mercer, Morris & Union Counties.**

### A Place of Belonging

The organization's core values drive its ongoing and continual commitment to creating a welcoming space where **participants with different backgrounds and abilities can have a meaningful and engaging experience.** This evidence-based program was designed to prioritize access, inclusion, and belonging because we know all girls can benefit from being part of our team.



### Critical Need

**Girls' self-confidence begins to drop by age 9.** Physical activity levels decline starting at age 10 and continue to decrease throughout adolescence. Fifty percent of girls ages 10 to 13 experience bullying such as name calling and exclusion at a time when peer relationships become more central to girls' lives.



### Curriculum & Coaches

The Girls on the Run curriculum explores timely topics and life skills such as understanding emotions, fostering friendships, expressing empathy, forming healthy habits, and standing up for ourselves and others. **So much more than running, our lessons promote physical activity, are based on time-tested research, and are delivered by trained and caring volunteers.** Before each season, coaches complete comprehensive training to prepare them to deliver the research-based lessons as intended. With our thorough coach training model, we are meeting the needs of today's youth to ensure every participant feels welcomed and capable of achieving their goals.



### Impact

An independent study found that **97% of participants learned critical life skills including managing emotions, resolving conflict, helping others, or making intentional decisions at Girls on the Run** that they continue to use at home, at school and with their friends.

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## Core Programs & Events



### Girls on the Run

- Grades 3rd to 5th
- Eight-week program
- Culminates in celebratory 5K
- The research-based curriculum includes:
  - Understanding themselves
  - Valuing relationships and teamwork
  - Recognizing how they can shape the world at large



### Heart & Sole

- Grades 6th to 8th
- Ten-week program
- Culminates in celebratory 5k
- Focuses on five key parts: body, brain, heart, spirit, and connection with others
- Incorporates movement-based activities and lessons that instill critical life skills.



### Spring 2025 5K Celebrations!

- North 5K - Saturday May 31
  - Branch Brook Park, Newark, NJ
  - Teams from Essex, Morris & Union counties
- South 5K - Sunday June 1
  - Mercer County Community College, West Windsor, NJ
  - Teams from Burlington, Hunterdon & Mercer counties
- Limitless Potential Grant Award Recipients will be announced at each Spring event!

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## POWERFUL PROGRESS

## 25 YEARS OF IMPACT!



Since joining the movement in 2000, Girls on the Run NJ East has proudly championed confidence, kindness, and joy in the lives of over 25,000 girls — thanks to the support of thousands of volunteers, generous donors, and incredible community partners.

Here's a snapshot of our journey so far:

### Impact by the Numbers

# of girls served since 2000:	→	25,814
# of girls served annually:	→	1,800+
# of volunteers since 2000:	→	5,170
\$ raised for financial assistance annually:	→	\$150,000+
# of girls who receive financial assistance annually:	→	700+
# of Community Impact Projects since 2000:	→	1,986

"Girls on the Run has forever marked the evolution of my soul's journey in this lifetime - I still do energy awards and activate my 'star power' on a regular basis. As an executive coach, I now encourage adult leaders to use some of the same tools GOTR teaches girls."

Sydney Davis - Founder of GOTR NJ East



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## MEDIA INVITATION

# JOIN US IN CELEBRATION!

## 25th Anniversary 5K Events



Girls on the Run NJ East invites members of the media to [join us for our most meaningful 5K events yet](#) as we celebrate 25 years of empowering girls across six counties. These joyful events are the culmination of our Spring 2025 season and will include exciting programming, inspirational stories, and special alumni grant presentations honoring our anniversary.



## Event Details

### North 5K - Saturday, May 31

[For teams in Burlington, Hunterdon & Mercer counties](#)

Branch Brook Park, Newark, NJ

### South 5k - Sunday, June 1

[For teams in Essex, Morris & Union counties](#)

Mercer County Community College, West Windsor, NJ

### Special Presentation:

At each event, we will proudly award a \$2,500 Limitless Potential Alumni Grant to one former Girls on the Run participant or Junior Coach who is continuing to live out our mission in high school or early adulthood.

## Media Opportunities

- Interviews with GOTR alumni, coaches, and families
- Photo & video moments of over 1,000 girls crossing the finish line
- Behind-the-scenes look at how our program builds community impact through service and empowerment



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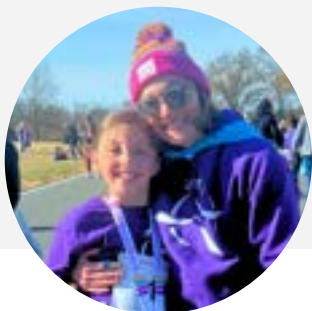
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## Media Contacts



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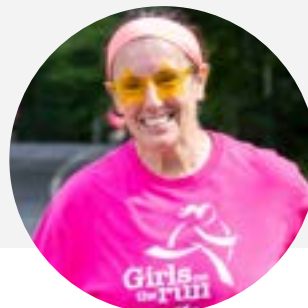
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## Sample Lessons

**Girls on the Run**



**Finding Balance**  
[Click here for lesson](#)

**Heart & Sole**



**Strong**  
[Click here for lesson](#)

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## Program Alumni Testimonials



Girls on the Run taught me how to run with a buddy. Sometimes you push to keep up, and other times you slow down to support someone else. And others do the same for you.

**Olivia - GOTR and H&S Alum**

I did the program as a participant 9 times from 3rd to 8th grade. Being involved in Girls on the Run for that long has had a positive impact on my life. I want to inspire young girls the same way my past coaches were able to inspire me.

**Kate - GOTR Alum & Junior Coach**

## Parent Testimonials

“

My daughter was new to her school this year. She didn't know anyone and was really nervous about being the new kid. I thought GOTR would be a great program to help her make some friends and build her confidence. She would come home from practices on cloud nine and so excited to return for the next session. Her coaches made her feel safe, capable and confident. Stella made a great group of friends, ran her first 5K and took away some beautiful lessons. She can't wait for next season!

**Lindsey - GOTR Mom**

“

I was so proud to see my daughter share her authentic self with her teammates, and I was thrilled to watch her engaging with GOTR's lessons, gaining tools for navigating life. It allowed me to see her in a different context, to get to know her friends, and to watch her grow.

**Lori - GOTR Mom & Coach**

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## Photography & Video Assets

### Photography

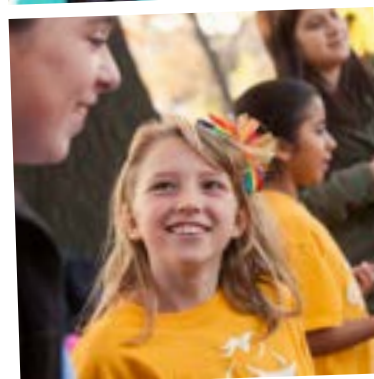
[Click here to access the Girls on the Run International photography library.](#)

### Video

[Click here to access Girls on the Run videos](#)

### National Media Inquires

Please reach out to [media@girlsontherun.org](mailto:media@girlsontherun.org) to contact the national headquarters.



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