



## **Girls on the Run GTA and Toronto Women's Run Series Initiate a Historic Partnership**

**Joining forces offers females a seamless transition for life-long running**

April 17, 2012 – Girls on the Run GTA and the Toronto Women's Run Series today announce they are joining forces in a partnership designed to strengthen support for female runners of all ages in the GTA.

Girls on the Run (GOTR) GTA, a self-esteem building running program for girls aged 8-13 years is now the exclusive girl's race partner for the Toronto Women's Run Series (TWRS), Canada's first women's running series and the premier women's event in the GTA.

The partnership is a wonderful synergy between these two important female-focused events. GOTR fosters girls' fitness and personal growth and TWRS promotes and celebrates running races that enable women of any age and experience level to be active and increase their ability and confidence by setting their own pace and achieving their own fitness goals.

"We are thrilled to be entering in this exclusive partnership with the Toronto Women's Run Series. The goals of our two organizations are focused on providing life-long skills and tools to build esteem, and I whole-heartedly believe that the Girls on the Run GTA charity will benefit greatly by the impact of this partnership," said Rina De Donato, Canadian founder and director of GOTR GTA. "Many of our coaches are avid runners and we know that raising the awareness of our program in Toronto Women's Run Series will help us promote running to women of all ages."

"We are extremely pleased about this partnership as it enables girls to learn at an early age about the joy and the camaraderie that running can bring to their lives and then offers them a place to continue it as a life-long activity," says Cory Freedman, TWRS founder and race director. "We applaud GOTR for the strong positive messages that they bring to young girls about fitness and being yourself

and we look forward to supporting the organization and their participants in future”.

The partnership kicks off this year with a sneaker drive at each of the TWRS events. Women who participate in these events – or who come to cheer on friends and family members – are encouraged to donate gently used, or new, women’s or girls running shoes to GOTR. These shoes are very much needed by the girls who participate in the program as a lot of them do not even have the proper footwear to begin learning to run.

Girls on the Run GTA: [www.girlsontherun.ca](http://www.girlsontherun.ca)

Girls on the Run Run Greater Toronto Area is a life-changing, experiential after school self-esteem prevention program dedicated to empowering girls through 3<sup>rd</sup> to 8<sup>th</sup> grades with the life-skills they require for a lifetime of self-respect and healthy living. We offer a non-competitive interactive character development program designed to help girls value themselves and make healthy choices. Girls on the Run Greater Toronto Area, was first incorporated in 2004 as a non-profit organization and has now been registered as a charity with the Canada Revenue Agency.

Toronto Women's Run Series: [www.towomensruns.com](http://www.towomensruns.com)

Toronto Women's Run Series provides high quality races for both competitive and recreational female runners and walkers. We are committed to creating races that inspire, encourage, and support girls and women no matter what the distance – 5K, 8K, 10K or half marathon. Created by women for women, we offer unique and fun elements at each race including a firefighters' water station, a chocolate station, beautiful custom medals for all finishers and great race swag specifically designed for women. Attention to detail and amazing volunteers on course make this series one of the most popular events in the GTA.

-30-

For more information, please contact:

Rina De Donato  
GOTR/GTA, Council Director  
416.798.8836  
[rina@girlsontherun.ca](mailto:rina@girlsontherun.ca)

Cory Freedman  
Race Director and Founder  
Toronto Women's Runs  
416.931.8244  
[cory@towomensruns.com](mailto:cory@towomensruns.com)