



FOR IMMEDIATE RELEASE

Media Contact Information (not for publication):

Kristen Loflin
Media Coordinator
229-886-9360
kloflin@cherryblossom.org

Website: www.cherryblossom.org

Credit Union Cherry Blossom 10 Mile Media Guide Now Available

Several media opportunities for credentialed media

April 4, 2024, Washington, DC: The 2024 Credit Union Cherry Blossom 10 Mile and 5K [Media Guide](#) detailing a wide variety of statistics from the first 50 CUCB races and information regarding this year's event is now available [here](#).

Media Coverage of the 10 Mile on Sunday, April 7: There will be two press trucks for the 10 Mile on Sunday, April 7 (one for the women's race, which starts at 7:18 a.m., and one for the men's race at 7:30 a.m.). Space on all media trucks is extremely limited, so contact Kristen ahead to ensure seating. TV crews should also call in advance to secure parking for vehicles on Jefferson Drive SW. Plan to arrive well in advance of the race start as many roads in the area will be closed for the runners as early as 6:30 a.m. Click [here](#) for a map of road closures.

Media Coverage of the 5K and Kids Half Mile on Saturday, April 6: There is no lead press truck for the 5K on Saturday, April 6. TV crews covering the 5K and/or the Kids Run should call in advance to secure parking near the 5K and Kids Run start/finish areas at Freedom Plaza on Saturday. The 5K starts at 9:15 a.m. and the Kids Run starts at 11:00 a.m.

Photographers: There will be very limited space at the 5K and 10 Mile finish lines for photographers. Please contact the Media Coordinator if you wish to be considered for a finish line photo credential. Please be respectful of race officials and volunteers as they try to keep the area clear and safe for all involved.

[Contact Kristen Loflin](#) for race-day media credentials. Links to all relevant media resources can be found on the Credit Union Cherry Blossom website [here](#).

###

About Credit Union Cherry Blossom:

The Credit Union Cherry Blossom, organized by Cherry Blossom, Inc., a 501(c)(3) chapter of the Road Runners Club of America, is known as “The Runner’s Rite of Spring®” in the Nation’s Capital. The staging area for the 10 Mile is on the Washington Monument Grounds and the course passes in sight of all of the major Washington, D.C. Memorials. The 5K begins at Freedom Plaza and proceeds down Pennsylvania Ave. to the U.S. Capitol building, tracing the route of Presidential Inaugurations. The event serves as a fundraiser for the Children’s Miracle Network Hospitals, a consortium of 170 premier children’s hospitals across North America. About one-third of the funds raised support Washington, D.C.’s own Children’s National (“Children’s Hospital”). The event also funds the Road Runners Club of America’s “RunPro Camp,” a program to teach top recently-graduated U.S. collegiate distance runners about life as a professional runner.

Credit Union Miracle Day, Inc., a consortium of credit unions and credit union suppliers, is the title sponsor of the Credit Union Cherry Blossom 10 Mile, 5K and Kids Run. Presenting sponsors include ASICS, BellSant, REI, Warner Bros. Discovery, and Wegmans; supporting sponsors include PCSU|CO-OP Solutions, TruStage, Outside, Potomac River Running, Gatorade Endurance, Suburban Solutions Moving, United Lifestyle Brands and The Westin Washington DC Downtown hotel

The 10 Mile is sanctioned by [USA Track & Field](#) and the [Road Runners Club of America](#) and is a proud member of the [PRRO Circuit](#), a series of this country’s classic road races with circuit stops in Washington, D.C.; Spokane, WA; Utica, NY; and Davenport, IA. The 5K was voted the Best 5K in the country by a 2023 *USA Today* poll.

To learn more, visit <https://www.cherryblossom.org/>.

About Credit Union Miracle Day:

Credit Union Miracle Day is a partnership of over 100 credit unions, CUSOs and partner organizations united to sponsor the Credit Union Cherry Blossom 10 Mile & 5K promoting awareness of the credit union difference and benefitting Children’s Miracle Network Hospitals nationwide.

About America's Credit Unions:

Credit unions are financial cooperatives that provide consumers choices for financial services such as checking accounts, investments and loans of all kinds including mortgages. Funds are federally insured, but unlike banks, there are no stockholders at credit unions. Earnings are returned to member-owners in the form of lower loan rates, higher savings rates, low or no-fee products and services. The credit union philosophy of placing members’ needs first is why more than 115 million Americans do their banking at a credit union.



Please do not reply to this email; this address is not monitored. Please address all inquiries to Kristen Loflin at Kloflin@cherryblossom.org.

Credit Union Cherry Blossom, Inc. | www.cherryblossom.org