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Credit Union Cherry Blossom Announces Title Sponsorship Extension for Credit Union Miracle Day, Inc.

August 26, 2025, Washington, DC: Organizers of the Credit Union Cherry Blossom (CUCB) announced today that Credit Union Miracle Day, Inc. has extended as the title sponsor of “The Runner’s Rite of Spring®” for an additional four years, continuing a relationship that began in 2002. The 53rd CUCB weekend is set for April 11 – 12, 2026.

“We are extremely grateful that Credit Union Miracle Day and all the supporting credit unions and credit union partners have extended their 23-year commitment to support the Washington, DC area’s leading running event and one of the most popular events in the country. During this time, our relationship has evolved into a true partnership, with credit unions providing volunteers, supporting our Capitol Hill competition and so much more,” said CUCB Event Director Phil Stewart.

CUMD Board Chair and President and CEO of MD|DC Credit Union Association John Bratsakis echoed Stewart’s sentiments: “We are proud to continue our long-standing partnership with CUCB that since 2002 has raised over \$12 million to support children and their families through Children’s Miracle Network. Race weekend is a chance for credit unions to come together, showcase our cooperative spirit, and improve the financial well-being of communities across the country.”

Credit Union Miracle Day became the Cherry Blossom 10 Mile title sponsor in 2002. In the first year of the partnership, the event recorded 7,061 finishers and raised nearly \$100,000 for Children’s Miracle Network. Over the last 23 years, the relationship between the Cherry Blossom 10 Mile and Credit Union Miracle Day has now celebrated 351,565 finishers and proudly raised over \$12 million for the Children’s Miracle Network Hospitals. In 2025, fundraising efforts totaled over \$460,000, which included \$190,000 from runners, the highest amount ever raised by participants.

Traditionally held on the first weekend in April, the CUCB will run a weekend later in 2026 due to the Easter holiday. The 5K and Kids Run will take place on Saturday, April 11 and the 10 Mile on Sunday, April 12. Registration for the 2026 event will be pushed back by

approximately a month with the 10 Mile and Double Blossom lottery opening on January 5, 2026, and Credit Union Cherry Blossom 5K presented by ASICS registration opening on January 26, 2026. More information about the 2026 event weekend can be found at www.cherryblossom.org.

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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. In 2023, the 5K was moved to the Saturday before the 10 Mile, and participation tripled to over 7,000 finishers in 2025. Both events serve 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 10 Mile is sanctioned by [USA Track & Field](#) and the [Road Runners Club of America](#). It is a proud member of the [PRRO Circuit](#). The 2026 10 Mile will once again serve as the U.S. Men’s and Women’s 10 Mile National Championship. The 5K was voted the Best 5K in the country in 2023 and again in 2025 in a *USA Today* poll. To learn more, visit <https://www.cherryblossom.org/>.

About Credit Union Miracle Day:

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. In 2025, our presenting sponsors included ASICS, the presenting sponsor of Saturday’s 5K; Wegmans, presenting sponsor of the Health and Fitness Expo held in conjunction with packet pick-up; and Amazon, presenting sponsor of the Kid’s Run. Supporting sponsors included Velera, TruStage, Outside+, Potomac River Running, Gatorade Endurance, Suburban Solutions Moving, Select Event Group, and United Lifestyle Brands.