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FOR IMMEDIATE RELEASE

Registration Opens for 3rd Annual Pleasanton Run for Education

Pleasanton, CA – (January 15, 2015) It's time to run, walk or push your stroller to www.ppierun.com to sign up for Pleasanton's premier family-focused fitness fundraiser!

The 3rd Annual Pleasanton Run for Education, benefitting the Pleasanton Partnerships in Education Foundation (PPIE), takes place Sunday April 12, 2015. ClubSport Pleasanton returns as Title Sponsor, and all races begin and end at the Alameda County Fairgrounds in Pleasanton.

This year's race offers two new distances to challenge everyone- from the casual walker, to the novice runner, to those training for their first marathon. In lieu of a half marathon option, the 3rd Annual Run for Education offers three race distances: 5K, 10K and 15K. The popular Kids' Challenge for ages 12 & under has also expanded and will offer two distances: 1/2K and 1K.

"Feedback from participants, including seasoned runners, indicated an interest in training-focused distances," said Run Director Kelly French. "It can be difficult to locate intermediate distance races. We wanted to offer options for walkers and runners who want to stretch beyond their comfort zone but don't feel ready for a half marathon."

French said the new distances align with their goal of hosting a family-focused, inclusive event. Participants can walk or run the 5K or the 10K – or better yet, add them together for the 15K = three opportunities to run farther and faster!

PPIE welcomes back A Change of Pace Foundation to handle registration and timing, and Ready Go! Events joins the effort this year as the official race management company.

ClubSport Pleasanton and the Tri-Valley Triathlon Club return this year with pre-race training opportunities. ClubSport members who register for the race can take advantage of their race training programs by calling 925-463-2822. TVTC training programs begin February 1, 2015, and anyone interested can find out more at www.trivalleytriclub.com, or email ppierun@trivalleytriclub.com.

Last year, the event raised over \$80,000 in net proceeds, all of which benefitted the Pleasanton schools. This year, the committee's goal is to raise \$100,000.

"With 2,700 entrants last year, participation grew by 50%," explained French. "We are hoping the momentum continues to help us reach our \$100,000 goal."

As Pleasanton's premier family-focused fitness fundraiser, the Pleasanton Run for Education relies on generous sponsors, volunteers and participants! To register to run, volunteer or sponsor the event, please visit www.ppierun.com. To learn more about PPIE, please visit www.ppie.org.

About Pleasanton Partnerships in Education Foundation

PPIE is a non-profit, 501(c)3 foundation that supports all schools in the Pleasanton Unified School District. Since 1987, PPIE has raised over \$4 million dollars for our schools through corporate partner donations, special events, and community-based fundraising efforts. Funds raised by PPIE go to support critical programs for our students that have been threatened in recent years by state budget cuts, and to fund projects enhancing educational excellence for all students.

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