

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Oct. 1, 2024

VCPM Inc. - Game Changers
Contact: Vanessa Peralta-Mitchell
Email: vanessa@vcpm.com

**Game Changers Program Welcomes Class of 2024: 24 New Future Certified Run Coaches
Championing Inclusivity in Running**

October 1, 2024 – VCPM, Inc. proudly announces the induction of 24 exceptional individuals into the Game Changers program for 2024. Hailing from 12 different states—California, Florida, Georgia, Illinois, Massachusetts, Maryland, New York, Oregon, Pennsylvania, Tennessee, Texas, and Virginia—this dynamic cohort not only adds vital representation in the coaching landscape but also drives growth in the running industry, inspiring more people to get moving, running and walking on their feet. This marks a much needed step toward a more inclusive and fruitful future of the sport.

This year, the program received an impressive 81 applications from 24 states and even Guyana, showcasing high interest and demand for the program. Each inductee has completed the RRCA Level 1 certification course, demonstrating their commitment and expertise in coaching. With their unique perspectives and unwavering passion for running, these women are set to make a significant impact on the sport.

As Game Changers enters its fifth year, it continues to lead the charge in empowering Women of Color within the run coaching community. Supported once again by Brooks Running, the program exemplifies innovation and inclusivity.

"Game Changers is pivotal because it helps talented, passionate women conquer practical and emotional hurdles that may hold them back from becoming a coach and bringing their unique talent and perspective to the running community," says Alaina Fuld, Sr. Manager for Communications & Community Impact at Brooks.

The selection process for this cohort took place in September, highlighting candidates who resonate deeply with Game Changers' mission. Their applications showcased remarkable community engagement and a resolute desire to redefine run leadership.

New Game Changer, Tacia Savage shared that The Game Changers program gives her the opportunity to bond with like-minded women and future Certified Run Coaches from all walks of life. "I feel empowered to build an LGBTIA+ centered run group and to partner with local businesses that proudly support the intersection of POC and LGBTQIA+ identities. My goal is to

be a Run Coach that positively affects the lives of people around me and with Game Changers, I feel blessed that I am on the right path,” she said.

Vanessa Peralta-Mitchell, founder of the Game Changers program, shares her enthusiasm for the new class: “As we welcome this new class, we celebrate their unique journeys. Together, they will pave the way to normalize who is seen leading in the sport of running.”

The 2024 cohort will participate in a comprehensive 9-month program, starting with RRCA Level I course certification, followed by mentorship by experienced Women of Color run coaches and business strategy guidance by Wylie & Co. all of which culminates in June 2025.

For more information about the Game Changers program, please visit <https://vcpm.com/game-changers> and follow us on Instagram @vcpmitchell using the hashtag #GameChangers ⚡.

For media inquiries, please contact:

Vanessa Peralta-Mitchell
vanessa@vcpm.com

About Game Changers:

Game Changers is a pioneering program by Vanessa C. Peralta-Mitchell Inc. (VCPM Inc.), dedicated to empowering Women of Color in the running coaching industry. By fostering a community of expertise, mentorship, and business strategy, Game Changers aims to create a more inclusive and representative coaching landscape. The program equips Women of Color with the tools, knowledge, and confidence to transform from runners to certified run coaches, reshaping the industry for the better.

About Brooks Running:

Brooks Running is a leading brand in the running industry, committed to innovation, inclusivity, and community impact. With a strong emphasis on championing diversity within the running community, Brooks Running partners with initiatives like Game Changers to amplify underrepresented voices and create lasting change.

###