

PRESS RELEASE
FOR IMMEDIATE RELEASE
February 9, 2024

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

Inaugural Game Changers Panel Brings Unique Coaching Conversations to Race Expos

February 9, 2024 - The Game Changers Panel, a collaborative group of certified coaches with diverse expertise, is set to redefine the running community by introducing a fresh and distinctive approach to coaching conversations. Unlike traditional coaching methods, the Game Changers prioritize providing a unique experience that resonates with runners of all backgrounds.

The Game Changers Panel aims to revolutionize the running landscape by addressing topics often overlooked in conventional coaching environments. Their objective is to create an inclusive space where every runner, regardless of background, can engage in conversations that offer new perspectives and insights.

With their inaugural panel at The Race in Atlanta in October 2023, the Game Changers highlighted the broader impact coaches can have beyond training plans and techniques. They emphasized the significant role coaches play in guiding runners through the multifaceted challenges of everyday life.

“This panel of certified run coaches brings unique perspectives and knowledge to the 60 million runners,” says Vanessa Peralta-Mitchell, creator of the Game Changers panel. “When we speak at race expos, we bring lived and learned experiences that are relatable to many people and helps them even beyond the finish line .”

The Game Changers Panel embraces the power of diverse perspectives, not only within coaching but also within the running community. Their approach goes beyond the conventional, infusing discussions with a range of lived experiences and unique strengths.

“The Game Changers Coaches panel and participation elevated The Race Expo in 2023,” said Tes Sobomehin Marshall, Race Director and founder of The Race. “Runners and walkers not only gained valuable knowledge that they could apply immediately on race day but also in their lifelong journey. These professional and engaging Coaches were a beautiful representation of the growing BIPOC community in road racing.”

Call to Action:

Road races across the country now have the opportunity to partner with the Game Changers Panel and introduce a fresh and different coaching experience to their race expos. By providing participants access to these experienced coaches, race organizers can enhance the overall running

experience and offer valuable insights to a broad audience. The panel brings conversations about race-day tips, what it's like to work with a coach, inclusivity and running, running for mental health, balancing parenting and fitness, and more.

Up next for the Game Changers is speaking at the Credit Union Cherry Blossom Ten Mile Run and 5K Run-Walk in Washington D.C. during the Expo on Friday, April 5th and Saturday, April 6th.

For more information on how to partner with the Game Changers Panel, please contact Vanessa Peralta-Mitchell vanessa@vcpm.com. Watch this video about the Game Changers panel here: <http://bit.ly/4819zoi>

About Game Changers Panel:

The Game Changers Panel is a group of certified coaches dedicated to transforming the running community through unique conversations. By addressing diverse topics and infusing their discussions with shared experiences, they aim to create an inclusive and supportive environment for runners of all backgrounds.

About Game Changers:

Game Changers is a pioneering program by Vanessa C. Peralta-Mitchell Inc. (VCPM Inc.) with support from Brooks Running. Game Changers is 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.

##