

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

August 1, 2024

**Students Run Philly Style**

**Contact:** Lauren Kobylarz

**Email:** [lkobylarz@studentsrunphilly.org](mailto:lkobylarz@studentsrunphilly.org)

**Phone:** 267-930-3546

**PHILADELPHIA DISTANCE RUN TEAMS UP WITH PWRHER'D FOR INCLUSIVE  
COACHING PROGRAM AT 2024 HALF MARATHON AND 5K**

PHILADELPHIA, PA (August 1, 2024) – The Philadelphia Distance Run (PDR) and Game Changers program proudly announce the national launch of the PWRher'd coaching program at the 2024 PDR half marathon and 5K on September 15 at Eakins Oval.

PWRher'd by Game Changers offers an inclusive experience, connecting run coaches with road races to bring a more inclusive race experience to race participants. PWRher'd (pronounced "powered"), will debut at PDR, enriching the race-goer experience by linking diverse audiences with diverse coaches.

“PWRher'd supports long distance runners well before they toe the line. By removing barriers like access to coaching and training, we are opening a gateway for the next generation to discover health and wellness,” Vanessa Peralta-Mitchell, founder of PWRher'd, said. “The collaboration of road races, race-goers and run coaches is a beautiful synergy that plays a key role in broadening the sport.”

PWRher'd builds on the Game Changers program, by empowering Women of Color to become industry leaders through coaching. This initiative addresses race director's challenges and drives positive change for a more inclusive experience for race-goers.

PWRher'd participants receive customized training plans to their race distance and experience level. They also gain access to an online training platform, custom virtual run clinics, and a special PWRher'd medal.

This partnership aligns with PDR's commitment to promoting inclusive practices.

"In addition to offering a high-quality, customized coaching option to our participants, partnering with PWRher'd aligns with our social impact mission to build a future where distance running is

increasingly diverse, accessible and inclusive,” Lauren Kobylarz of Students Run Philly Style, the charitable partner of the PDR, said. “We hope our participants join us in celebrating PWRher'd's focus on facilitating coach opportunities for Women of Color, and embrace this opportunity to share coaching and community well beyond PDR weekend.”

In 2021, the PDR became the first major road race in the country to offer a Non-Binary division which included equal prize money for elite Non-Binary athletes. Each year, PDR hosts more than 250 runners from Students Run Philly Style (SRPS), a nonprofit mentoring and running program. Race registrations help support SRPS as the official charitable partner.

Registration is open for the PDR Half Marathon and 5K through September 14th and the PWRher'd x PDR program can be purchased during registration. For registration information visit <https://www.philadelphiadistancerun.com>.

### **About the Philadelphia Distance Run**

Founded in 1978, the Philadelphia Distance Run (PDR) is one of the world's premier Half Marathons. Held on the third Sunday in September, PDR honors its competitive past while building a future of inclusive and accessible running. PDR operates under a unique nonprofit/for-profit model, ensuring long-term success and community impact. Since relaunching in 2021, PDR has committed to advancing inclusive practices, such as introducing equal prize money and registration options for nonbinary athletes, the first large race in the United States to do so. The future of PDR is a world class event that expands the world of running to a wider, more diverse audience, and is strongly rooted in the Philadelphia community. For more information please visit <https://www.philadelphiadistancerun.com/>.

### **About PWRher'd**

PWRher'd by Game Changers connects run coaches with road races to enhance inclusivity and reach broader audiences. By empowering coaches and addressing race directors' challenges, PWRher'd is driving positive change for a more inclusive experience for race-goers. Game Changers is proud to be backed by industry brand leader Brooks Running & PWRher'd is proudly created through Founded Outdoors & REI's Path Ahead Ventures inaugural Embark program. For more information, please visit: <https://pwrherd.com>.

###