

PRESS RELEASE
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PWRHER'D Teams Up with The Race to Deliver Inclusive Training for 2025

Atlanta, Georgia [July 1, 2025] - PWRHER'D (pronounced "powered") proudly announces a new partnership with The Race in Atlanta, Georgia. Led by Women of Color certified run coaches, PWRHER'D will provide expert training, culturally responsive coaching, and holistic support to runners and walkers preparing for The Race 2025 and its theme, Endurance. The Race is a nationally recognized event that centers Black excellence and community in every mile. This partnership sets a new standard for how training programs can drive inclusion, representation, and stronger race day outcomes for all athletes.

PWRHER'D connects certified run coaches with race directors to create more inclusive race experiences and reach broader audiences.

"Partnering with PWRHER'D brings a powerful new dimension to The Race experience," said Tes Sobomehin Marshall, Race Director for The Race Half Marathon and 5K. "This collaboration is about more than just training, it's about community, access, and empowerment. By offering all participants a structured plan led by Women of Color coaches, we're creating space for deeper connection, preparation, and pride leading up to race day. I'm especially excited about the bonus medal! It's a tangible reminder that when you train with intention and community, you cross the finish line stronger, together."

As a turnkey solution for race organizers, PWRHER'D offers a scalable, culturally responsive training experience led by Women of Color certified run coaches. The program includes:

- Comprehensive training schedules tailored to both beginners and experienced athletes. The half marathon training is a 12-week program and the 5K follows an 8-week program.
- Integration with the Final Surge training app for seamless digital delivery
- Live virtual clinics and coach office hours to deepen participant engagement
- A race-day incentive—a bonus medal—to reward participation and commitment

Participants in The Race 2025 can sign up for the PWRHER'D program as part of their registration, gaining access to a complete support system from four coaches designed to guide them from the first training day to the finish line.

Research supports the effectiveness of coach-led training programs in improving athlete outcomes. A University of Chicago study found that coaches account for 20% to 30% of variation in team performance, while other research has shown that runners with coaching

support demonstrate increased motivation, greater training consistency, and higher race completion rates. For race directors, this translates into stronger retention, enhanced participant satisfaction, and deeper community engagement.

“PWRHER'D tailors its coaching approach to meet the unique needs and goals of diverse runners through a combination of personalized group training, inclusive leadership and community-focused support.” Vanessa Peralta-Mitchell, founder of PWRHER'D said. “This approach ensures that all participants, regardless of their background or experience level, have access to the resources and encouragement needed to succeed.”

This partnership goes beyond training; it's a model for how road races can build community, elevate underrepresented voices in coaching, and improve the experience for all participants. The Race already centers Black excellence and community in everything it does so PWRHER'D strengthens that commitment with tools and training that affirm every step of the journey.

One of the PWRHER'D coaches, Tia Pettygrue who is also an RRCA Level 2 Coach, shared, “Our entire PWRHER'D approach is designed to make sure each participant feels empowered. Our coaching team takes the time to put together and meticulously review our training plans to make sure that all levels feel supported.”

Runners can add on the PWRHER'D coaching program during registration on RunSignUp at <https://runsignup.com/Race/GA/EastPoint/TheRace>.

About PWRHER'D

PWRHER'D connects Women of Color certified run coaches with race directors to support a wide range of runners and broaden audience engagement. By aligning coach expertise with race goals, PWRHER'D fosters deeper community connection and drives stronger race outcomes. PWRHER'D is powered by Game Changers, a nationwide coach network proudly backed by industry leader Brooks Running, and was created through Founded Outdoors and REI's Path Ahead Ventures' inaugural Embark program. For more information, please visit: <https://pwrherd.com>.

About The Race

Founded on the principles of representation, celebration, and community, The Race: Your Race. Your Pace. Your Power. offers a space where Black excellence is centered and everyone is welcome. Taking place annually in Atlanta, the event invites runners and walkers from around the world to engage in purposeful miles that uplift community and honor legacy. Registration for The Race can be found here: <https://www.theraceuc.com/>

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