

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**  
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**VCPM Inc. - Game Changers**  
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## **VCPM, Inc. Opens Applications for 7th Cohort of Game Changers Program, Empowering Women of Color in the Running Industry**

**August 19, 2025** — VCPM, Inc. is now accepting applications for the 7th cohort of its groundbreaking Game Changers program, a nationwide initiative dedicated to empowering Women of Color to become Certified Run Coaches and leaders within the running industry.

Applications are open from August 11 to August 31, 2025, and can be submitted via the official link: <https://bit.ly/VCPMGameChangers25>. Interested applicants can also comment “APPLY” on the official [Instagram post](#) to receive a direct application link via message.

Now entering its seventh program cohort, Game Changers provides a unique and exciting pathway for Women of Color to gain the skills, certifications, and business acumen necessary to make a lasting impact in the running community. The program is once again presented by **Brooks Running**, marking the fourth consecutive year of partnership.

### **Program Highlights:**

**RRCA Level 1 Run Coach Certification** — Participants will earn their RRCA Level 1 Run Coach certification during a virtual event September 27–28, 2025, providing a foundation for coaching athletes.

**Business Strategist Component** — October through December 2025, offering participants the chance to learn invaluable business management and strategy skills.

**Mentorship Program** — January through June 2026, pairing participants with experienced Women of Color run coaches as mentors.

“Game Changers isn’t just about certification — it’s about changing the face of leadership in the running industry,” said **Vanessa Peralta-Mitchell**, Owner of VCPM, Inc. and Founder of the Game Changers program. “Our goal is to equip Women of Color with the credentials, confidence, and community to lead the way.”

“Brooks recognizes gaps that exist in the running industry, and is proud to partner with Game Changers to support the important work of changing who is seen as experts in the running space. With our partnership spanning over five years, we continue to see

growth in the program to reach even more Women of Color to become certified run coaches," said **Lily Cox-Skall**, Community Impact Specialist at Brooks Running.

**Blair Wong**, a 2024 Game Changers participant, shared her experience with the program: "Before being a part of Game Changers, I didn't have the confidence to share my running journey and experience with others. I assumed that I wasn't knowledgeable enough, wasn't fast enough, and wasn't experienced enough. Because of Game Changers, I learned that my experiences and the knowledge I gained through running and endurance sports in general is valuable and worth sharing."

Wong added: "Programs like Game Changers are essential for the future of the running community because it is a powerful avenue to open doors for people who are not traditionally included and it is making a lasting impact by empowering Women of Color to not only become running coaches, but to speak up, take up space, and bring about change in their communities."

The program is a dynamic pathway for aspiring and emerging leaders who are ready to inspire change, foster inclusivity, and expand representation in the sport of running.

For more information, visit @vcpmitchell on Instagram or apply directly at <https://bit.ly/VCPMGameChangers25>. Limited spots are available and selected recipients will be notified via email.

### **About Game Changers:**

Game Changers is a pioneering program by Vanessa C. Peralta-Mitchell (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. [#GameChangers](#) ⚡

### **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.

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