

PRESS RELEASE
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VCPM Inc. - Game Changers
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Game Changers Partners with New York Road Runners for New Cohort Launch in 2025

NY Cohort Application Open January 9th to 26th

January 9, 2025 – Launching in January 2025, [Game Changers](#) is thrilled to announce an exciting new partnership with New York City-based nonprofit [New York Road Runners](#) (NYRR), the producer of the TCS New York City Marathon and 60 youth and adult events annually. This collaboration highlights New York Road Runners' commitment to increasing access to running and coaching across the five boroughs.

Introducing the NY Game Changers Cohort

Game Changers, in partnership with New York Road Runners, will launch a dedicated New York City cohort of up to six Game Changers, running through July 2025. The program's unique design includes:

- **RRCA Certification:** Participants will receive training and certification through the Road Runners Club of America.
- **Business Strategy Training:** Led by strategist Nailah Blades, participants will gain the tools needed to grow their coaching careers.
- **Mentorship:** Tiffany Copeland and other experienced professionals from Game Changers will provide personalized guidance throughout the program.
- **Paid Apprenticeship with New York Road Runners:** As part of the mentorship phase, each NYC Game Changer will participate in a paid apprenticeship with New York Road Runners. This hands-on opportunity allows participants to work as [NYRR Group Training](#) coaches, with the option to continue employment with New York Road Runners upon program completion. The nonprofit's Group Training program offers coached workout sessions in parks across the five boroughs. Geared toward runners of all levels, from newcomers to experienced competitive racers, NYRR Group Training workouts offer coaching, camaraderie, and the inspiration that comes from running with others.

Why This Partnership Matters

This initiative underscores the shared vision of Game Changers and New York Road Runners to foster equity, inclusion, and community empowerment within the running community. By equipping aspiring coaches from underserved areas with top-tier training, mentorship, and real-world experience, this partnership aims to make a lasting impact on both participants and the communities they serve.

"Our diverse running community across New York City continues to grow as people of all ages, paces, abilities, and backgrounds discover the transformative power of running," said **Rob Simmelkjaer, CEO, New York Road Runners**. "Through this exciting new partnership with Game Changers, New York Road Runners will support, encourage, and empower the next generation of diverse coaches, mentors, and leaders who will leave a lasting impact on the running industry."

"We're excited to welcome New York Road Runners into the Game Changers family where change is a unified effort," **Vanessa Peralta-Mitchell, founder of Game Changers** said. "Together with NYRR, we can have a bigger impact and help transform lives through the power of coaching while also building an ecosystem of Women of Color experts specific to NYC."

Applications Open Soon

The application process for the NY Game Changers cohort opens January 9 and closes January 26 and is open to New York City residents residing in the 5 boroughs: Bronx, Brooklyn, Manhattan, Queens & Staten Island. It mirrors the rigorous selection standards of previous Game Changers programs. To apply visit <https://bit.ly/VCPMGameChangersNYC25>.

For more information, please contact: Vanessa Peralta-Mitchell vanessa@vcpm.com

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 ⚡.

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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 New York Road Runners:

A New York City-based nonprofit, New York Road Runners' vision is to build healthier lives and stronger communities through the transformative power of running – serving nearly a half a million New Yorkers annually through its races, free community events, youth running initiatives, and school-based programs across the five boroughs. During its nearly 70 years, New York Road Runners has grown from a local running club to the world's premier community running organization, producing more than 60 adult and youth races each year, including the TCS New York City Marathon. Held the first Sunday each November, the TCS New York City Marathon features more than 50,000 runners—from the world's best professional athletes to a vast range of runners across experience levels, ages, genders, abilities, and backgrounds. To learn more, visit www.nyrr.org.

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