

PRESS RELEASE  
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VCPM Inc. - Game Changers  
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## **GAME CHANGERS CELEBRATES 5 YEARS OF PARTNERSHIP WITH RRCA TO ELEVATE WOMEN OF COLOR IN RUN LEADERSHIP**

March 21, 2025 — The Game Changers program, dedicated to fostering leadership among Women of Color (WOC) in the running community, proudly marks its fifth year in partnership with the Road Runners Club of America (RRCA). This milestone reflects a shared commitment to increase diversity in coaching and leadership, empowering more people of color and individuals from varied backgrounds to pursue certified coaching roles, ultimately inspiring more runners of all types to join the sport.

### **A Growing Partnership, Grounded in Purpose**

Since its inception in 2020, the Game Changers-RRCA collaboration has expanded significantly, from reserving course spots to awarding full scholarships to Game Changers coaches. In that first year, Game Changers sponsored 16 WOC coaches for RRCA's Level 1 certification, fully funding their participation and sparking a transformation that has now supported 110 certified coaches and counting.

By 2022, RRCA formalized its support with the creation of the Coaches Scholarship Fund, recognizing the importance of Game Changers' push for diversity and inclusion in running leadership. In 2024, RRCA expanded its scholarship support to 14 coaches. This steady growth underscores RRCA's and Game Changers' commitment to meeting coaches where they are and building a more accessible pathway to certification.

"We're thrilled to partner with the Game Changers program for the past several years," says RRCA Director of Coaching Randy Accetta. "Not only has the Game Changers program enabled over 150 women of color to become RRCA Certified Run Coaches, but Vanessa's efforts have also helped the RRCA develop its Coaching Scholarship Fund, designed to certify prospective coaches most impacted by overlapping systems of discrimination. The RRCA/Game Changers partnership has created a new generation of community leaders, health advocates, and fitness experts. In turn, these coaching leaders have impacted thousands of people around the country, leading to greater mental and physical wellness for communities that have often felt marginalized by the sport of running."

### **A Transformative Impact on the Running Industry**

Vanessa Peralta-Mitchell, Founder of Game Changers, reflects on the collaboration: "Partnering with RRCA has been instrumental in providing reliable, trusted education to our coaches, enhancing their expertise in the industry. This caliber of learning, combined with our coaches' unique lived experiences, creates a powerful foundation for them to take up space as trailblazing leaders in the running world."

The transformative impact of Game Changers coaches on the running industry is profound, as they bring new perspectives, foster inclusivity, and inspire a more diverse community of runners, setting a new standard for representation and growth across the sport.

### **Looking to the Future**

With 110 WOC coaches certified through Game Changers and a vision for continued growth, this partnership between Game Changers and RRCA stands as a model for the industry. By providing a trusted and inclusive pathway to certification, the collaboration is reshaping the narrative in running, ensuring that future generations see themselves represented at every level of the sport.

Tiffany Copeland, one of the first Game Changers, shares, “Through continued partnership with RRCA I see a network to allow the Game Changers and its Mentors to flourish and grow. The opportunity to gain more knowledge will always set Women of Color up for better success and who else to help us gain equitable access than the best in distance running.”

### **Powering Game Changers Through Partnership**

The Game Changers nationwide program continues to thrive thanks to the invaluable support of organizations like RRCA and Brooks Running. Together, they provide crucial resources, funding, and support that empower coaches to thrive, helping the program realize its mission of fostering diversity and representation in the running community.

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### **About the RRCA**

The Road Runners Club of America (RRCA) is the oldest and largest national association of running organizations and runners, dedicated to empowering everyone to run since 1958. The RRCA champions the development and success of community-based running organizations that empower all people to participate in the sport of running for enjoyment, health, well-being, and competition. Learn more at [www.rrca.org](http://www.rrca.org).

### **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.

**For more information about the Game Changers program,** please visit <https://vcpm.com/game-changers>

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