



FOR IMMEDIATE RELEASE

Contact for additional info:

Girls on the Run

Theresa Miller | tmiller@girlsontherun.org | 704.962.4121

Girls on the Run International Awarded Million Coaches Challenge Grant

Joins forces with the Susan Crown Exchange to help train one million youth coaches by 2025

Charlotte, N.C. – September 14, 2021 - [Girls on the Run](https://www.girlsontherun.org), a nonprofit organization that inspires girls to be joyful, healthy and confident, has been selected by the Susan Crown Exchange to join its Million Coaches Challenge cohort. The goal of this challenge is to train one million coaches by 2025 and build a future where kids know how to work together, celebrate success, manage failure, and are equipped with the skills they need to thrive.

Girls on the Run was selected to be part of this prestigious group of exemplary youth organizations due to its reputation for successfully training coaches to deliver its evidence-based programs to over two million girls throughout its 25-year history. An independent study of the program, conducted by Maureen R. Weiss, Ph.D., University of Minnesota, showed that Girls on the Run participants more strongly agreed that their coaches understand them, show confidence in their ability, encourage them to ask questions, listen to them, and provide them with choices than girls in a comparison group. Furthermore, the study found that the organization's intentional life skills curriculum and coach training program are key to the program's impact.

"Girls on the Run understands the critical and unique responsibility coaches have as role models to the children they serve, and we are honored to be selected as a Million Coaches Challenge grantee by the Susan Crown Exchange.", says Allison Riley, Ph.D., MSW, senior vice president, programming and evaluation for Girls on the Run. "Thanks to this support, we will enhance our National Coach Training program and strengthen our approach to training volunteer coaches on how to meet the social, emotional, and physical needs of every girl."

The Susan Crown Exchange designed this national effort to train youth coaches based on the simple but critical finding that, for kids who play sports, a good coach can be a transformational figure in their lives.

"Sports offer a healthy place for building community, exploring interests, positive activity, and increasingly, healing from trauma and stress. However, less than one third of the country's six million coaches have been trained in youth development," shares Susan Crown, Chairman and Founder of the Susan Crown Exchange. "We are proud to partner with Girls on the Run to address this important issue to help participants thrive -- on and off the track."

To learn more about Girls on the Run and its impact visit www.girlsontherun.org. For more information about the Million Coach Challenge visit <https://millioncoaches.org>.

About Girls on the Run

Founded in 1996 with 13 girls, Girls on the Run, a nonprofit organization, has now served over 2 million girls. Over the course of the program, girls in 3rd-8th grade develop essential social, emotional and physical skills to successfully navigate life experiences. The program culminates with girls positively impacting their communities through a service project and being physically and emotionally prepared to complete a celebratory 5K event. With the largest 5K series by number of events in the world, Girls on the Run hosts more than 330 5Ks per year. Girls on the Run is included as a top research-based program in a Social-Emotional Learning Guide developed by researchers at Harvard University and has been recognized by the National Afterschool Association (NAA) as one of the most influential after-school programs. Visit www.girlsontherun.org to learn how to get involved in your community.

About the Susan Crown Exchange:

The Susan Crown Exchange (SCE) works to prepare youth to thrive in a rapidly changing, highly connected world. SCE primarily supports organizations that operate in out-of-school time, prioritizing initiatives that promote social and emotional learning (SEL), explore the relationships between technology and society, and build critical skills through youth sports. What unites all of SCE's partners is their commitment to creating opportunities for young people.