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Contact  
Kelly McGuire  
[Kmcguire@girlsontherun.org](mailto:Kmcguire@girlsontherun.org)  
(330) 502-3043

## **Rishi Mukhi of adidas Joins the Board of Girls on the Run International**

**CHARLOTTE, N.C. (June 7, 2023)** – Today, [Girls on the Run International](https://www.girlsontherun.org/), a nonprofit that empowers young girls, announced that Rishi Mukhi is joining its board of directors. Mukhi currently serves as the director, brand communications of the U.S. sports and product creation at [adidas](https://www.adidas.com/), a National Partner of Girls on the Run.

“Rishi has been generously supporting Girls on the Run since 2019 by overseeing our National Partnership with adidas,” said Elizabeth Kunz, CEO of Girls on the Run International. “Elevating Rishi to this role on our board will further advance our mission of inspiring girls to be joyful, healthy, and confident.”

“My work with Girls on the Run has been some of the most fulfilling and enriching of my career, and I feel thankful to have the opportunity to positively impact so many through the work of Girls on the Run. I’m honored to be able to scale that impact and help expand this amazing work through service on the board,” said Mukhi.

Mukhi has been a key leader on the adidas team for more than twelve years working in various brand focused roles across multiple geographies. In 2022, he was named as one of [America's 30 emerging leaders in marketing](https://www.marketingacademy.com/2022/06/20/america-30-emerging-leaders-in-marketing/) by The Marketing Academy. He holds a bachelor's degree in business administration from the University of Michigan, and an MBA in sports marketing from the University of Oregon. Mukhi is based in Portland, Oregon, where he spends time with his wife, Libby, two young daughters, Kaya (6) and Malia (4), and puppy, Reggie.



Rishi joins the board at an important time for the organization. According to [CDC data released in February 2023](#), nearly three in five (57%) U.S. teen girls felt persistently sad or hopeless in 2021 – double that of boys, and representing a nearly 60% increase and the highest level reported over the past decade. While all teens reported increasing mental health challenges, experiences of violence, and suicidal thoughts and behaviors, girls fared worse than boys across nearly all measures.

Girls on the Run strives to provide young girls with the life skills and tools they need to overcome this trend. The program combines a fun and motivating combination of physical activity, self-reflection, and discussion, where girls grow in confidence, independent thinking, and empathy toward others. An independent study found that 97% of participants learned essential life skills at Girls on the Run – including managing emotions, resolving conflict, helping others, or making intentional decisions – that they continue to use at home, at school, and with their friends. Girls who were the least active at the start of the season increased their physical activity level by 40% from pre-to post-season, and maintained this increased level beyond the end of the season.



Girls on the Run is the only national physical activity-based, positive youth development program for girls with an evidence-based curriculum, trained coaches, and a commitment to serving all girls. In May 2023, [the U.S. Surgeon General Vivek Murthy released a report](#) about the link between physical and mental health among children and adolescents. Girls on the Run was acknowledged as an example of a program that is focused on removing barriers for underserved populations to access to physical activity. The report from the Office of the U.S. Surgeon General and the U.S. Public Health Service cited how the program increased participants' overall physical activity and helped them learn critical life skills, including resolving conflict, helping others, or making intentional decisions.

Mukhi added, “Girls on the Run is so much fun – my life is better because of this organization, and I’m eager to be able to share its mission with my two daughters and watch them activate their limitless potential.”

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### **About Girls on the Run**

Girls on the Run International (GOTRI) creates and offers after-school empowerment programs designed for 3<sup>rd</sup>- to 8<sup>th</sup>-grade girls. The national nonprofit helps participants recognize their inner strength, increase

their level of physical activity, imagine their possibilities, and confidently stand up for themselves and others through the innovative integration of fun physical activities, life-skills lessons, and impactful community projects. The research-based curriculum led by trained volunteer coaches explores core topics relevant to 8- to 13-year-old girls, including understanding emotions, fostering friendships, expressing empathy, and standing up for ourselves. The coaches and curriculum create a sense of belonging for all participants and meet the vital needs of girls today. The program culminates in a community impact project and a celebratory 5K. Since it was founded in 1996, this national movement has served more than 2.25 million girls in all 50 states and Canada. Learn more at [girlsontherun.org](http://girlsontherun.org).