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Girls on the Run International Welcomes Two Board Members

Joey Pointer of Fleet Feet and Diana Castro of McGuireWoods
join the girl-empowerment nonprofit

CHARLOTTE, N.C. (Nov. 14, 2023) – Today, [Girls on the Run International](https://www.girlsontherun.org/), a nonprofit that empowers young girls, announced that Joey Pointer, CEO of [Fleet Feet](https://www.fleetfeet.com/), and Diana Castro of legal firm McGuireWoods have been appointed to its board of directors.

“We are grateful for Joey and Diana’s expertise and passion for our mission as we strive to serve and empower more and more girls from coast to coast,” said Elizabeth Kunz, CEO of Girls on the Run International. “We know they both will make a tremendous impact on the next generation of girls.”

Joey Pointer Steps onto Board

For almost two decades, Pointer has been with Fleet Feet, the largest franchisor of locally owned and operated running specialty stores and he has been supporting Girls on the Run since 2019 as its National SoleMates Partner, a fundraising program that empowers adults to reach fitness goals while raising money, support, and awareness for Girls on the Run.

“Partnering with Girls on the Run for the past four years has been an incredibly rewarding journey, not just professionally but personally as well,” said Pointer. “Witnessing my daughter’s transformative experience as a participant and seeing the dedication of my wife as a coach for the past six years has deepened my admiration for this program. Our local



stores and GOCR councils have forged meaningful community relationships rooted in serving the runner in everyone. Now, I'm thrilled to serve Girls on the Run in an even more personal capacity. I eagerly anticipate collaborating with the board and councils nationwide as we persist in our mission to positively impact lives through running."

Fleet Feet first opened its doors in 1976 in a Victorian home in Sacramento, Calif., and quickly became a hub for local running and community. Today, there are more than 260 locally owned and operated locations in 40 states. Rooted in the belief that running changes everything, Fleet Feet offers welcoming environments that allow runners, walkers, and fitness enthusiasts of all abilities to conquer their goals at every level, on every surface, and at every distance with personalized solutions, knowledge, and empowerment.

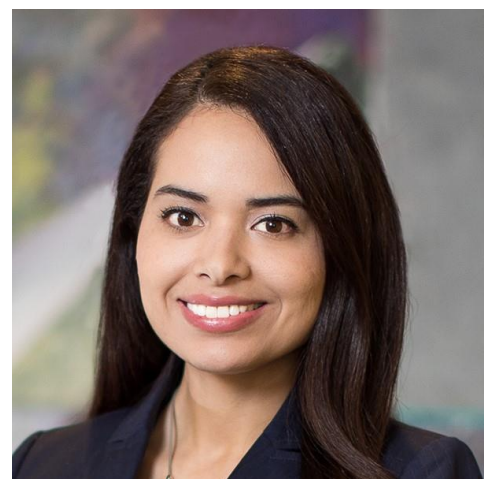
Thanks to its partnership with Fleet Feet, Girls on the Run revamped and refreshed its marketing materials for SoleMates, which empowers fans of Girls on the Run to fundraise for their favorite Girls on the Run council. In 2020, Girls on the Run and Fleet Feet partnered on Global Running Day for a virtual event across the country called My Big Run, which raised almost \$50,000 from participants. In 2022, together they launched the National SoleMates Team with 20 selected team members and raised more than \$20,000. In 2023, this team raised more than \$25,000. These funds support councils chosen by each National SoleMates Team member, and Fleet Feet matches and donates the amount raised to Girls on the Run International.

Pointer has been with Fleet Feet for almost two decades. Prior to becoming CEO in 2017, he served as CFO for 11 years and director of operations for six and a half years. Pointer holds a bachelor's degree in business administration and an MBA in accounting from the University of North Carolina at Chapel Hill. He lives in Chapel Hill, N.C., with his wife, Ivy, and their three children.

Diana Castro Bring Legal Expertise

At McGuireWoods, Diana Castro practices in the health care industry, advising clients on transactional matters, mergers, acquisitions, private equity transactions, and health care regulatory compliance matters.

"I am very excited to be joining an organization that supports the next generation of female leaders. Building confidence from a young age is key in empowering girls to never be satisfied until they reach their goals, however impossible or out of reach those goals may seem," said Castro. "I am honored to be joining this incredible team in supporting this effort."



She graduated from the Wake Forest University School of Law in 2016 and holds a bachelor's in telecommunications and political science. In her free time, she enjoys cheering on Florida sports, walking, and spending time with her family and dogs.

Girls on the Run creates and offers after-school empowerment programs designed for 3rd- to 8th-grade girls. The 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. It 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.

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About Girls on the Run

Girls on the Run International (GOTRI) creates and offers after-school empowerment programs designed for 3rd- to 8th-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.