



Girls on the Run designs programming for girls in grades 3 to 8 to help build confidence, increase physical activity, and develop important life skills.

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Vision + Mission

Girls on the Run envisions a world where **every girl knows and activates her limitless potential and boldly pursues her dreams.**



Our mission is to inspire girls to be **joyful, healthy, and confident through a fun, experience-based curriculum** that creatively integrates running.

Reach



Each year, more than 175,000 girls ages 8 to 13 participate across the U.S. and Canada. Since 1996, 2.7 million girls and counting have been transformed, inspired, and empowered. Girls, families, and volunteer coaches attend more than 320 5K Events annually. More than 400,000 participants and spectators attend a Girls on the Run 5K each year.

A Place of Belonging

Belonging is central to Girls on the Run. By **honoring differences and preparing coaches to lead with love and compassion**, the programming creates a culture **where every participant feels respected, supported, and inspired to thrive.**



Critical Need



Girls' self-confidence begins to drop by age 9. Physical activity levels decline starting at age 10 and continue to decrease throughout adolescence. **Fifty percent of girls ages 10 to 13 experience bullying**, such as name-calling and exclusion, at a time when peer relationships become more central to girls' lives.

Curriculum & Coaches

Leading experts in positive youth development create structured, dynamic lessons that use running and other physical activities to promote and support healthy outcomes for girls. **The life-skills curriculum is delivered by caring and competent coaches.**



Impact

An independent study found that **97% of participants learned critical life skills, including managing emotions, resolving conflict, helping others, and making intentional decisions at Girls on the Run** — skills they continue to use at home, at school, and with friends.



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Core Programs



Girls on the Run

- ★ Grades 3 to 5
- ★ Eight- to 10-week program
- ★ Culminates in a celebratory 5K
- ★ The research-based curriculum includes:
 - Understanding themselves
 - Valuing relationships and teamwork
 - Recognizing how they can shape the world at large



Heart & Sole

- ★ Grades 6 to 8
- ★ Focuses on five key parts: body, brain, heart, spirit, and connection with others
- ★ Incorporates movement-based activities and lessons that instill critical life skills such as:
 - Developing a strong support system
 - Fostering healthy relationships
 - Offering help to those in need



Camp GOTR

- ★ Grades 3 to 5
- ★ Week-long program
- ★ Lessons center around:
 - Building friendships
 - Exploring creativity
 - Playing fun games that keep girls happy, healthy, and moving



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Powerful International Movement



2.7 million
girls served since
1996

175,000+

girls served
each year

43,500

volunteer coaches
deliver evidence-
based curriculum
annually

320+

5K Celebrations
hosted each year
across North
America

11,200

sites host programs
annually

54%

of participants
receive financial
assistance

**\$15
million**

in financial support is
provided annually

97%

of girls report they
learn critical life skills



98%

of caregivers
report it was a
valuable
experience for
their child



98%

of participants
felt they
belonged at Girls
on the Run

96%

of sites report
GOTR supports a
positive school
climate

85%

of girls show
improvements in
confidence, caring,
competence,
character, or
connection

40%

increase in physical
activity among girls
least active at the
start of the season

95%

of parents describe
their girl as
confident after
participating in
Girls on the Run

11,600

Community Impact
Projects designed
and completed
annually by GOTR
teams

164

local councils
serving all 50
states,
Washington, D.C.,
and Canada

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1996
Girls on the Run founded in Charlotte, N.C., by Molly Barker

2000
Established as a 501(c)(3) nonprofit organization

2002
First independent evaluation conducted validating program outcomes

2008
Elizabeth Kunz appointed as CEO

2011
Vision, mission, and values established

2008
5K series launched

2015
Heart & Sole program for middle-school girls introduced

2011
Parent guide (Grown-Up Guide) launched

2017
Named "Most Influential in Health and Wellness" by the National AfterSchool Association

2017
External longitudinal study released reporting significant and sustained impact

2015
1 million girls served

2016
Councils established in all 50 states

2020
Disability inclusion unveiled with help of National Center on Health, Physical Activity and Disability

2018
Camp GOTR launched

2020
Developed virtual programming to serve girls throughout COVID-19

2020
2 million girls served

2021
Girls on the Run celebrated 25th anniversary

2025
Hello, Bold Heart! launched

2026
Girls on the Run celebrates 30th anniversary

2021
GOTR Canada launched

2024
Hello, SuperStar! and *Hello, Mountain Mover!* launched

2024
2.5 million girls served

Timeline

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Elizabeth Kunz Chief Executive Officer

As a lifetime advocate for girls' and women's issues, Liz has always encouraged others to recognize the power they have to create and transform their own lives and the world at large. Liz spent the first decade of her professional life in corporate America before transitioning to the nonprofit sector in 1996. It was while working at the YMCA that she first learned about Girls on the Run. Its mission – inspiring girls to be joyful, healthy, and confident – profoundly resonated with Liz, and she started volunteering for the organization in 2002. She joined the staff as chief operating officer in 2006 and has served as CEO since 2008. Liz has presided over an incredible period of organizational growth and brings significant expertise to Girls on the Run in setting strategic direction and creating an inclusive culture of empowerment, gratitude, and joyful purpose. Liz enjoys singing and dancing – particularly to alt-rock music – and if she won the lottery, she would buy land to rescue as many animals as possible.



Allison Riley, Ph.D., MSW Chief Program Officer

With more than 10 years of experience designing, implementing, and evaluating physical activity-based positive youth development programs, Allie oversees the development and delivery of all programming and training at Girls on the Run to ensure maximum impact. Allie earned her Ph.D. in social work with a specialization in positive youth development in social settings from Ohio State University. She also holds a master's degree in social work with a concentration in clinical practices with children and youth from OSU, a master's degree in kinesiology from Purdue University, and a bachelor's degree in psychology from the University of Virginia. Allie has completed multiple Olympic-distance triathlons, half marathons and a marathon.



April Massett Vice President, Council Development

April wanted her daughter Julia, who was 9 at the time, to try new things, especially physical challenges. She figured the best way to encourage Julia was to model bravery and sign up alongside her. As a result, April started a Girls on the Run team in 2013 — the first in Solano County — when her family lived in Northern California. Julia participated in the program for five years, and April volunteered as her coach for three of those seasons. April has worked at Girls on the Run for eight years, first as program director at GOTR Napa & Solano, then at GOTR Dallas. She now serves as vice president of council development at Girls on the Run International, where she helps inspire and empower girls across the country.



Photography & Video Assets



Photography

Photography plays a key role in raising awareness about our program and sharing its impact.

[Girls on the Run photography library](#)



Video

[Girls on the Run video library](#)



High-Resolution Images

Please reach out to media@girlsontherun.org for high-resolution image and usage requests.



Sample Lessons



Girls on the Run



Move With Your Emotions:
[Girls on the Run sample lesson](#)

Heart & Sole



Strong:
[Heart & Sole sample lesson](#)



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How GOTR Builds CONFIDENCE

Girls on the Run offers **three fun, research-based curricula** designed to inspire confidence, build friendships, and support the unique needs of today's girls.



HELLO, SUPERSTAR!

The confidence to be themselves

Girls discover how to:

- ★ Shine in their own way
- ★ Embrace and express emotions
- ★ Manage peer pressure
- ★ Uplift others and celebrate differences

Girls learn how to:

- ★ Take on challenges
- ★ Strengthen their resilience
- ★ Navigate big emotions
- ★ Learn and grow from mistakes



HELLO, MOUNTAIN MOVER!

The confidence to do hard things

Girls explore how to:

- ★ Use their voices even when they feel uncertain
- ★ Help others to share their thoughts
- ★ Listen deeply and show empathy
- ★ Resolve conflicts



HELLO, BOLD HEART!

The confidence to boldly share their thoughts, ideas, and feelings

Each includes:

COMMUNITY IMPACT PROJECT

5K CELEBRATION

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Participant Testimonials



"If you are a girl that is bad at making friends, nobody listens or understands how you're feeling, and you sit alone every day, that was me. I was that person out of the crowd. Then I joined Girls on the Run. It changed my life."

Colleen, age 9



"Girls on the Run has helped me understand what it means to be a girl. Though it might be difficult, my coaches and friends have taught each other to be kind and respectful to one another and accept each other. I will continue to teach others about what I learned with Girls on the Run, and carry it with me for the rest of my life."

Malia, age 11



Caregiver Testimonials



My daughter became more confident this year by having and making friends at practice. Being able to coach GOTR has strengthened our bond. My daughter makes it a point to take a daily walk now to get some sun and exercise. I am so proud of my daughter!



My daughter was nervous at the start, but the encouragement from her coaches and teammates helped her finish strong. Crossing that 5K finish line with a big smile on her face showed her that she's capable of more than she thought, and that sense of accomplishment has stayed with her.



This season opened many great conversations at home with my daughter about topics she was learning about. We talked a lot about perspective which came in handy when discussing social struggles with friends. The season also gave her so much confidence in herself and her star power!

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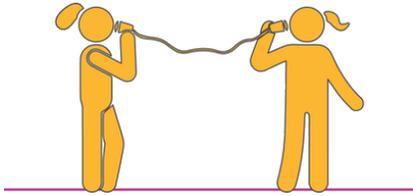
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