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RELEASE
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FOR IMMEDIATE

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Students Run LA Celebrates the Return of the Olympics to Los Angeles

3200 Secondary Students Kickoff Training for the Skechers Performance Los Angeles Marathon

(Los Angeles) - On Sunday, September 24, Students Run LA (SRLA) will begin its 29th season with its Kickoff 5K at Dockweiler Beach (12501 Vista Del Mar, Playa Del Rey, CA 90293). More than 3,200 students will run alongside hundreds of volunteers and supporters as they complete their first race in their journey to the finish line of the Skechers Performance Los Angeles Marathon. This year, our students are more excited than ever as they celebrate the news that the Olympic and Paralympic Games will be returning to Los Angeles in 2028.

This summer, SRLA students had the privilege of honoring many Olympians who made their mark in Los Angeles. In June, SRLA alumna Yvette from Gertz-Ressler Complex introduced 1984 Olympian Joan Benoit Samuelson at her induction ceremony into the Memorial Court of Honor at the LA Coliseum. Samuelson was the first female to win Olympic gold in the inaugural women's marathon at the 1984 Olympic Games and was proud to know that thousands of young students follow in her footsteps each March at the Los Angeles Marathon. More Olympians were honored by SRLA students this summer as Chaydy and Fina welcomed back Carl Lewis, Janet Evans, and many more to LA City Hall this past August.

Marsha Charney, SRLA Executive Director, believes the "Olympics challenge athletes to be their very best, just as our program challenges students to be theirs. SRLA teaches students that through hard work and dedication, they can do anything. SRLA's volunteer leaders inspire our students to remember that the path to the marathon is just as important as completing it. We cannot wait to hear the stories of how the Marathon transforms lives this year, and it all starts with our 5K Kickoff at Dockweiler State Beach."

In the spirit of the Olympics, Sam the Eagle from the LA84 Foundation will be cheering on our students at our Kickoff 5K. Sam the Eagle was the official mascot of the 1984 Olympic Games in Los Angeles, and is very excited to cheer on our runners. LA84 Foundation has been a partner of SRLA since 1994. Nolan Ortiz, an LA84 Foundation program officer, said: "SRLA provides an incredible running program that teaches youth how to set goals, gain confidence and develop lifelong healthy habits by training for the marathon." With support from the LA84 Foundation and our other sponsors, we are excited to launch another SRLA season.

For more information on the SRLA Kickoff 5K, please visit <https://srla.org/events/srla-kickoff-5k>.

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About Students Run LA: *Students Run LA is a 501(c)(3) non-profit providing free after school mentoring for at-risk youth in Greater Los Angeles for 29 years. Each year, more than 3,200 middle school and high school students train alongside 500 volunteer leaders for the Skechers Performance Los Angeles Marathon. During training, students learn how to set goals, gain confidence, and develop lifelong healthy habits. Annually, more than 95% of students who start the marathon finish it, and more than 95% of SRLA Seniors who complete the marathon graduate from high school. SRLA is in 180+ schools and community programs in Greater Los Angeles. For more information, please visit <https://srla.org/> and connect @SRLA on Twitter, @StudentsrunLA on Instagram and Facebook.*

About the LA84 Foundation: *As a legacy of the 1984 Olympic Games, the LA84 Foundation continues to be a nationally recognized leader in support of youth sport programs and elevating the importance of sports in positive youth development. LA84 seeks to provide an opportunity for every child to participate in sports and experience the wide range of positive outcomes associated with youth sport participation. Since its launch in 1985, LA84 has invested millions in the communities that supported the Games, reaching more than 3 million youth throughout Southern California, from Santa Barbara to San Diego County. The LA84 Foundation continues to promote the spirit of the 1984 Olympic Games by convening and engaging local, national and international audiences about the role of sport in society, and the impact of the Olympic Games on host cities, especially as we look ahead to the 2028 Games. LA84's headquarters is located in the historic Britt House near downtown Los Angeles, where it houses meeting facilities and the world's premier sports library. For more information, please visit www.la84.org and connect @LA84Foundation on Twitter, Instagram and Facebook.*