



iRun4Life Runners Raise \$6,500 to Buy New Exercise Equipment for Robert Pollock Elementary School in Philadelphia

September 3, 2019 — iRun4Life and hundreds of its elementary school runners from the Delaware Valley area raised \$6,500 to purchase new exercise equipment for the Robert Pollock Elementary School in Philadelphia. iRun4Life's mission is to help combat childhood obesity through running and exercise. The money was raised during special afterschool running events last April.

The new exercise equipment will be delivered to the children at Pollock Elementary on **Friday, September 20 at 10am**, for the start of the new school year. Upon request, media will be allowed access to video and photograph the arrival. We will also be on PHL17 at 7am on Tuesday, Sept.17 to promote this event.

“The purpose of the iRun4Life Gives Back Program is to share our love of exercise with children who often do not have access to new and updated exercise equipment,” said Judy Wexler, president and founder of iRun4Life. “We believe daily physical activity helps give these children confidence and a positive attitude about exercise which ultimately helps in the fight against childhood obesity.”

Schools that participated in the 2019 Gives Back Program include: Bridge Valley Elementary, Buckingham Elementary, Butler Elementary, Doyle Elementary, Jamison Elementary, Linden Elementary, Paul Kutz Elementary, Pine Road Elementary, and Welch Elementary.

iRun4Life's mission is to help combat childhood obesity through its afterschool noncompetitive and inclusive running programs for boys and girls. The three pillars of the nonprofit organization are to teach children about exercise, promote healthy nutrition and support giving back to the community in the form of good deeds. iRun4Life's running program gets children exercising outside with their friends and family, and away from electronic devices and sedentary habits. iRun4Life also has a Kids Only 3K Race each May at Doylestown Central Park to celebrate youth fitness where close to 1,000 children run for fun.

Currently, there are 27 elementary schools in PA and NJ who participate in iRun4Life running programs with close to 3,000 children participating. There are also approximately 500 parent and teacher volunteers who support and help organize the school running programs.

According to the Center for Disease Control (Jan. 2017), childhood obesity has tripled in the US since the 1970s, and about one in five school age children (age 6-19) are obese. These children are at an increased risk for chronic health issues such as high blood pressure, type 2 diabetes, asthma, joint problems and heart disease. In addition, obese children also have a higher tendency to become obese adults. iRun4Life wants to help break this unhealthy cycle and teach young children that running is fun and anyone can do it.

iRun4Life will continue its Gives Back Program in the future to help other elementary school children stay active and continue to combat childhood obesity.

For more information on how to join iRun4Life, please visit www.iRun4Life.com or contact Judy Wexler at judy@iRun4Life.com .

Photos from past years, along with interviews, can be requested by contacting information@iRun4Life.com.