

MEDIA ADVISORY FROM GIRLS ON THE RUN - CHICAGO

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Unofficial Results Place 11 Year-old Chicagoan in First Place

Winner of Earn Your Stripes Youth Achievement Award will travel to 2008 ESPY's in LA

Monday June 16, 2008 (CHICAGO) – Unofficial results from online voting for the first-ever *Earn Your Stripes* Youth Achievement Award place 11 year-old Nichyria Byrd from Chicago's Southside in First Place, with a substantial lead. Official results will be announced after an audit of the voting is completed. The winner will be honored in Los Angeles in mid-July at the 2008 ESPY breakfast.

Byrd began running two years ago at Ariel Community Academy as part of the after-school program Girls on the Run-Chicago, which teaches young girls to run their first 5K race while also developing self-esteem, teaching life skills, and promoting healthy lifestyles. Girls on the Run-Chicago and Girls on the Run International launched a grassroots campaign to encourage supporters to vote for Byrd by visiting their websites at www.gotrchicago.org and www.girlsontherun.org.

Over the weekend, Byrd sent this e-mail thanking supporters across the country:

Dear Girls on the Run:

Even though the voting is not over yet, I want to say thank you to everyone who has taken the time to vote for me as the nominee for the *Earn Your Stripes* Youth Achievement Award. Thank you for all your love and support. I especially want to say thank you to my teammates and my coaches, Miss DeJesus and Miss Sheriff at Ariel Community Academy. Yesterday was the last day of school, and I got all A's and two B's!

I am really proud to represent Girls on the Run. Girls on the Run is a really good program for building your self-confidence. It has taught me to believe in myself, and that I can do whatever I put my mind to. The best part of Girls on the Run is being part of a team where we all support each other. I love when we all do our spirit cheer and the pop-up girl jumps out of the middle and we shout "Girls on the Run is so much fun!"

I also want to say thank you to the other nominees, Craig, Maddy, Nick and Max. We all did a really good job, and I hope we meet real soon.

Thank you,

Nichyria Byrd
6th Grade, Ariel Community Academy, Chicago

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Girls on the Run-Chicago

(GOTRC)

Girls on the Run-Chicago (www.gotrchicago.org) is a life-changing after school program for 3rd-8th grade girls that uses the power of running to help prepare girls for a lifetime of self-respect and healthy living. Volunteer coaches use an interactive curriculum that combines uplifting workouts with self-esteem enhancing lessons that develop the whole girl: her physical, mental, emotional and social self. Young girls are empowered with a greater self-awareness, a sense of achievement, and a foundation in teamwork to help them become strong, content and self-confident women.

Through its 12 week program, GOTRC not only prepares girls mentally and physically to complete their first 5K (3.1 mile) run, but also prepares them for life through lessons such as: handling bullies, combating negative body images in the media, making healthy choices and engaging in community service. The program culminates in the Wondergirl 5K, a semi-annual run with thousands of participants from across the Chicago area.

During the 2007-2008 school year, GOTRC:

- Served 2326 girls
 - 33% Latina, 29% African American, 5% Asian, 42% White;
 - More than half from low-income families.
- Boasted 100 sites
 - 76 public schools (34 CPS) and 17 non-public schools;
 - 7 community sites (park district, boys and girls clubs, etc.);
 - Cook, Lake, DuPage, Kane and Will counties.
- Trained 373 volunteer coaches

Girls on the Run International

Girls on the Run – Chicago is an affiliate of **Girls on the Run International** (www.GirlsOnTheRun.org), the parent organization for 160 local councils across the U.S. and Canada serving more than 40,000 girls. For more information, contact Elizabeth Kunz Boarman, 704-376-9817, liz@girlsontherun.org.

Earn Your Stripes (EYS) Youth Achievement Award

The Kellogg's Frosted Flakes[®] Earn Your Stripes[™] program and ESPN.com recently offered five youth athletes nationwide the opportunity to participate in Earn Your Stripes[™] Award Shorts with a chance to win the first ever Youth Achievement Award at the 2008 ESPY Breakfast. Kellogg's Frosted Flakes[®] cereal created the Earn Your Stripes[™] program to encourage kids to eat right, work hard and take their game to the next level. Earn Your Stripes[™] encourages kids to believe in themselves to overcome challenges, accomplish their goals and be their very best. For more information, contact:

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