



FOR IMMEDIATE RELEASE

GIRLS ON THE RUN CELEBRATE LIFE OUTSIDE OF THE BOX AT 9th ANNUAL GALA

Chicago's premier sports, fitness and adventure silent auction

CHICAGO –October 7, 2008 – Girls on the Run-Chicago (GOTRC), a non-profit organization dedicated to preparing girls for a lifetime of self-respect and healthy living through running, is pleased to announce its most highly anticipated fundraising event of the year, the 9th Annual GOTRC Gala, “Celebrating Life Outside the Box.”

The gala will take place Friday, November 21 at the legendary Park West in the heart of Chicago's Lincoln Park neighborhood. Back by popular demand, GOTRC will also host the highly revered silent auction and raffle featuring the finest signed sports memorabilia, fitness and adventure items in the city to raise funds for the organization. High-profile items that will be up for auction at the gala include two tickets to a live taping of *The Oprah Winfrey Show*, a Subaru kayak and surfing lessons in New Buffalo, MI.

“Girls On the Run Chicago has more than 3,000 girls participating in our program at schools and community sites across Chicagoland this year,” said Kelly O’Brien, Executive Director of GOTRC. “When exercise becomes a social and recreational activity it can contribute markedly to not only physical health, but also psychological well-being and improvement in self-esteem.”

Attendees will enjoy premium specialty drinks, passed hors d’oeuvres provided by Levy Restaurants and music by local favorite, Underwater People, while supporting the local chapter of Girls On the Run. The VIP reception and private lounges, sponsored by WeSeed™ online stock community, will feature custom sushi rolling from Chicago's very own Kamehachi, specialty martinis made with BORBA drinkable skincare, exclusive VIP goody bags with eco-friendly yoga mats from lululemon athletica and gift cards from local favorites Hub 51 and Berry Chill

“Every year, the Chicago-area running community, volunteers, GOTRC staff and sports enthusiast gear-up for this one-of-a-kind fundraising event,” said Jaci Thiede, board member, GOTRC. “Our 2007 gala generated more than \$85,000 to support our programs and we hope to top that amount this year, as we continue to grow as an organization and help positively impact Chicago's communities.”

All proceeds will benefit GOTRC and the programs located across the Chicago area. Tickets start at \$120 and can be purchased at www.gotrchicago.org/gala or call 312.266.8200. For additional information on GOTRC or to inquire about sponsorship opportunities, please contact

Jenni Henry at jhenry@gotrchicago.org.

About Girls on the Run - Chicago:

Girls on the Run - Chicago is a non-profit, community-based program that uses the power of running to educate and prepare girls for a lifetime of self-respect and healthy living. Our 350+ volunteer coaches mentor young girls (ages 8-13) in after-school sessions that combine training for a 3.1 mile running event with self-esteem enhancing, uplifting workouts. GOTRC sessions integrate specific life-skills training such as healthy decision-making, conflict resolution, leadership and teamwork. The objective is to encourage positive, emotional, social, mental, spiritual and physical development, ultimately reducing the potential display of at-risk activities through its participants. More than 3,000 girls are participating in our program at schools and community sites across Chicagoland this year. For more information, please visit: www.gotrchicago.org.

###

Media Contact:

Kristen Tischhauser
Grace PR for Girls On the Run
(773) 655-7706
Kristen@gracePRgroup.com