



MEDIA

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FOR IMMEDIATE RELEASE

Reach Out and Read Georgia Selected for AJC Peachtree Road Race Charity Partner Program

Guaranteed Entry Into Race with Fundraising Commitment

ATLANTA -- March 12, 2021 - Reach Out and Read Georgia is one of nine non-profit organizations that serve Atlantans selected as the **first-ever AJC Peachtree Road Race Charity Partners**. Reach Out and Read Georgia will have 25 guaranteed entries into the 52nd Running of the Peachtree, which will take place on July 3 and 4 in Atlanta and virtually. Participants will be required to raise a minimum of \$1,000 for Reach Out and Read Georgia in exchange for their registration.

*"So many of our Atlanta families have struggled over the past year as they have faced unprecedented challenges. Our participation in the iconic AJC Peachtree Road Race is dedicated to families across the metro Atlanta region. **We have all been running a race the past year and it is with a renewed sense of optimism we extend an invitation to join us as we race forward with resilience and hope for rebuilding our families and communities.** Reach Out and Read Georgia partners with pediatricians to give books to young children and guidance to parents about the importance of language and literacy development. We are deeply honored to have been one of nine Atlanta nonprofits selected as a partner of Atlanta Track Club and the AJC Peachtree Road Race." - **Amy Erickson, Executive Director, Reach Out and Read Georgia***

"The AJC Peachtree Road Race is about moving Atlanta forward," said Rich Kenah, the Peachtree's race director. "As so many organizations struggle to rebound from the pandemic,

we are proud to be able to partner with these groups to raise money and awareness for the work they do here in Running City USA.”

To apply to be part of the Reach Out and Read Georgia – AJC Peachtree Road Race team please visit <https://haku.ly/fea674b0> or contact Luke Tomasovic, Reach Out and Read Georgia Advisory Board member and AJC Peachtree Road team lead and Chair at ltomasovic@gatech.edu, Lorrie Stafford, Reach Out and Read Georgia Development Director at lorrie@wellspringresource.com, or Amy Erickson, Executive Director, amy.erickson@reachoutandread.org.

To be an AJC Peachtree Road Race Charity Partner, non-profits are required to be a registered 501(c)(3) with a local chapter in Georgia that supports work in the area of animal welfare, environment, healthcare/medicine/research, health/fitness/wellness, homelessness or social justice/equity/access. The 2021 partners are:

- The American Foundation for Suicide Prevention
- Back on My Feet
- Be the Match Foundation
- Big Rome Running
- Dup15q Alliance
- Furkids
- The Leukemia & Lymphoma Society, Team In Training
- Reach Out and Read Georgia
- Team Maggie For a Cure, Inc.

Applications for the entries will be accepted beginning Monday, with the opening of Atlanta Track Club member registration and registration for the Peachtree lottery.

The in-person AJC Peachtree Road Race will take place with strict COVID-19 safety measures implemented. Besides the expansion to a two-day event designed to reduce crowd size, participants can expect health screenings, face covering requirements and limited-contact aid stations as well as limited pre- and post-race gatherings.

The capacity for this year’s Peachtree has not been set, but race organizer Atlanta Track Club expects to accept significantly fewer than the traditional 60,000 spots. A Virtual Peachtree option is also available. More details on registration and safety measures can be found [here](#).

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About Reach Out and Read

Reach Out and Read Georgia is an affiliate of Reach of and Read the only national early literacy organization working directly with pediatric care providers to share the lifelong

benefits that result from families reading aloud to their children every day. We know that nurturing, language-rich interactions like reading aloud together give young children a foundation for success. By integrating these experiences into pediatric care and providing the tools and encouragement families need to read aloud together, we can transform pediatric care practices and give children of all backgrounds and means a better start to life.

Reach Out and Read's 34,000 pediatric clinicians served 4.8 million children and shared 7.4 million books at 6,400 program sites around the country over the last year.

Reach Out and Read Georgia's 167 program sites share 160,000 new books annually with 149,000 children

For more information, please visit <https://www.reachoutandread.org/affiliate/georgia>. Find us on Facebook at www.facebook.com/reachoutandread/georgia and follow us on Twitter @ReachOutReadGA and Instagram @reachoutandreadgeorgia.

About Atlanta Track Club

Atlanta Track Club is a nonprofit committed to creating an active and healthy Atlanta. Through running and walking, Atlanta Track Club motivates, inspires and engages the community to enjoy a healthier lifestyle.

With more than 30,000 members, Atlanta Track Club is the second largest running organization in the United States. In addition to the AJC Peachtree Road Race (peachtreeroadrace.org) - the largest 10K running event in the world, the Publix Atlanta Marathon, PNC Atlanta 10 Miler and Invesco QQQ Thanksgiving Day Half Marathon, Atlanta Track Club directs more than 30 events per year. Through the support of its members and volunteers, Atlanta Track Club also maintains a number of community initiatives including organizing and promoting the Kilometer Kids youth running program to metro Atlanta youth, honoring high school cross country and track and field athletes through Atlanta Track Club's All-Metro Banquets and supporting the Grady Bicycle EMT program. For more information on Atlanta Track Club, visit atlantatrackclub.org.