



Girls on the Run® Sonoma County Receives 30 Shoe Scholarships from New Balance

SANTA ROSA, Calif., Oct. 17, 2011 – Girls on the Run® Sonoma County received 30 shoe scholarships, valued over \$1,650, from the New Balance Foundation, which were distributed to girls in need for the fall 2011 Girls on the Run® season.

With 126 councils applying for nearly 7,000 shoe certificates, only 2,500 shoe certificates were available for distribution. Girls on the Run® Sonoma County distributed shoe certificates to local program participants with a financial need. Any unused shoe certificates are due back to Girls on the Run® International within six weeks of the program start date, to be redistributed to girls in need at the national level.

About Girls on the Run® Sonoma County

Girls on the Run® Sonoma County is an after-school program that uses the power of exercise to focus on building self-esteem and improving emotional and physical health. Girls are empowered with a greater self-awareness, a sense of achievement and a foundation in team-building to help them become strong and confident young women. For more information about Girls on the Run® Sonoma County, visit www.gotrsonomacounty.org.

About New Balance

New Balance has been a proud sponsor of Girls on the Run® since 1998 — two years after the program was founded, and two years before Girls on the Run® became an official nonprofit organization. As part of the company's commitment to the success of the program, New Balance provides sponsorship funding to the national office to aid operational and management costs. In addition, New Balance provides shoes to 5,000 needy girls each year. For more information about New Balance, visit www.newbalance.com.

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