



PRESS RELEASE
FOR IMMEDIATE RELEASE
WITH PHOTO
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Catie's Closet Laces Up for
First Ever Virtual 5K

DRACUT, MA – Catie's Closet is proud to announce the start of its first 5K, which will take place from September 23 – September 30 in a virtual format. Each participant's \$30 entry fee funds the purchase of a brand-new pair of sneakers for a student living in poverty. Registration is open through September 30th.

The virtual 5K is part of the organization's Fill the Bus initiative. This large call for donations allows Catie's Closet to stock its closets and distribution centers to ensure students have consistent access to clothing and toiletries throughout the school year. Catie's Closet expects the total number of students served to rise from 50,000 to 65,000 this school year due to the impacts of COVID-19.

"The needs of our students are greater than ever, and our virtual 5K is a new and exciting way communities can join us in supporting them as they enter an unprecedented school year," said Mickey Cockrell, CEO and Co-Founder of Catie's Closet. "Those who participate, whether they walk, run or jog, can encourage their friends and family to join their efforts, get out into the fresh air, and know that their steps provide a student in need with a new pair of sneakers for the school year."

A solid, well-fitting pair of sneakers allows students in poverty to focus on school without worrying about the way they look and equips them to get outside to play and learn.

With physical distancing guidelines in place, the 5K is completely virtual, which means there will be no event to gather participants at one location. Instead, 5Kers can complete their 3.1 miles from wherever they please and over the course of multiple days during the week-long 5K event.

Those interested in participating can sign up as an individual or create a team to encourage sign ups from family, friends, and colleagues. Each registration fee will purchase a pair of sneakers for a student in need.

Registration is now open at: <https://runsignup.com/catiescloset5k>



Photo Outline:
Catie's Closet is hosting its first virtual 5K from September 23rd – September 30th. Each participant's \$30 registration fee will be used to purchase a brand-new pair of sneakers for a local student living in poverty. Pictured here are a student's sneakers before they visited Catie's Closet (left) and after

(right). Those who sign up for the 5K will help a student just like this. Registration is open at <https://runsignup.com/catiescloset5k>.

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Established in 2010, Catie's Closet is a 501(c)(3) non-profit organization that improves school attendance and the self-esteem of students living in poverty by offering in-school closets filled with free clothing, toiletries and other necessities. Serving 50,000 students, Catie's Closet is offered in 87 schools across nine school districts in Massachusetts and New Hampshire with distribution centers in Dracut and Boston, Massachusetts. More information is available at catiescloset.org.