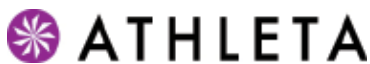




Girls on the Run[®] Salt Lake County



Sponsorship Package 2012



Welcome to Girls on the Run Salt Lake County! Join us in making a positive impact in our local community by becoming a 2012 Sponsor.

Girls on the Run Salt Lake County is celebrating our five year anniversary! Our Salt Lake Council started in 2007 with two schools, reaching thirty girls. In 2012 we will reach approximately fifty-five schools and over eight hundred girls and their families.

The Girls on the Run mission is to inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running. Girls on the Run is a national non-profit, 501 (c)3 organization formed in 1996 and is the parent organization to more than 172 councils in 43 states. Our organization reaches 100,000 girls per year. Additionally, 1/3 of our participants nationally and locally are on some form of scholarship. It is the hope of our organization to give all girls in Salt Lake County an opportunity to participate regardless of their ability to pay for the program.

Girls on the Run facilitates both a Spring and Fall program. This positive youth development program inspires third through sixth grade girls to stay true to themselves and live free from societal stereotypes. Each session is lead by trained coaches who guide and mentor the girls through a fun and uplifting curriculum. The 12-week programs conclude with all participants walking or running in a 5K (3.1 mile) event.

In 2012 the Salt Lake Program will impact over 5,000 community individuals. We target a diverse audience including grade school girls, families, friends, coaches, teachers, “running buddies for each girl” and the community at large. All of these individuals have a common interest in pursuing a healthy lifestyle.

Girls on the Run is more than just a running program. We use the power of running and training for a 5K to empower these young girls to celebrate their bodies, honor their voices and embrace their gifts. This program teaches girls how to set a goal, work hard, and find their inner strength. It is our hope that these girls will take this process and apply it to other areas in their lives. Girls on the Run envisions a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

With gratitude,

Heidi Moreton
Executive Director
Girls on the Run Salt Lake City



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PROGRAM & 5K FUN RUN

What:

Help us sponsor our 2012 program and our 5K events. Girls on the Run facilitates a spring and fall program that culminates with a 5K fun run. The race events are open to the public for walkers and runners of all abilities. We anticipate 1,000 runners and spectators at each race. The race day celebration includes face painting, fun hair styles, live music, refreshments, race day prizes, T-shirts, race bags, and community service projects. It is an empowering experience for all who participate.



When:

Spring program February - May, 5K Race in May.
Fall program September - December, 5K Race in December.

Where:

The programs is facilitated at the following elementary schools.

CHARTER SCHOOLS:

Channing Hall
Guadalupe

SALT LAKE SCHOOL DISTRICT:

Edison
Ensign
Franklin
Lincoln
Rose Park
Whittier

CANYONS SCHOOL DISTRICT:

Bell View
Butler

Copperview

GRANITE SCHOOL DISTRICT:

Lake Ridge
Redwood
William Penn

PRIVATE SCHOOLS:

Cosgriff Memorial
Madeleine Choir School
The McGillis School
Rowland Hall
St. John the Baptist
St. Vincents de Paul

Culminating 5k Events are held Sugar House Park, Big Pavilion, 1300 East, 2100 South.

www.girlsontherunsaltlake.org or Active.com.
Registration for the race is \$25

Why:

Becoming a sponsor is a great opportunity to align your company with an audience that values a healthy lifestyle. Your sponsorship will help deliver this positive youth development program to girls in Salt Lake County.

CHAMPIONS, SUPPORTERS & VISIONARIES

Funding: Our program is made possible thanks to the support of foundations, corporations, individual donors and community partners. Girls on the Run Salt Lake also has the assistance of dedicated individuals, including hundreds of volunteer running buddies, coaches and assistant coaches.

FOUNDATIONS:

Ruth Armknecht Charitable Gift Foundation Grant
The Mary Alice & Bennett Brown Foundation
The R. Harold Burton Foundation
The Edward L. Burton Foundation
The M Lazy M Foundation
Proctor & Gamble
Believe in Angels Foundation
Kanter Family Foundation

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Jamba Juice
Kohl's
Paper Craft
Richards Brandt Miller & Nelson
The Group – Karma Ramsey
Intermountain Healthcare
InterNet Properties
Whole Foods
Opt-In
School of Rock
Daylilly Arts
Lunatic Fringe
Luna Bar
New Balance Salt Lake
Nicholas & Co.
Nonprofit Development Partners
Wasatch Running Company
Rich's Bagels
Salt Lake Running Company
Neurology Learn. & Behavior Center- Sam Goldstein
Seventy Second Street Catering
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Pink Series
Provo Craft – Brad & Allison Brusa

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Red Rock Brewing Co.
Salt Lake City School District
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Shot U Net
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Utah Vascular Clinic
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Wasatch Running Center
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SPONSORSHIP OPPORTUNITIES

\$5,000 – THE MARATHONER

Your sponsorship will provide:

- ✈ Underwriting for the spring 2012 5K race day expenses
- ✈ Allow other race donations to go directly back into building our program and helping with sponsorships at Title 1 schools

Your company will also receive:

- ✈ Official sponsorship and recognition for spring 2012 5k race
- ✈ Company logo on race day t-shirt for spring 5K race
- ✈ Inclusion on all marketing media (flyers, banners, website and email campaign)
- ✈ Website homepage with link
- ✈ Stuffing of flyers/advertisements/coupons/product samples in goodie bags
- ✈ Option of providing banners on race day
- ✈ 20 paid race registrations to be shared with employees or an employer sponsored team

\$2,500 – THE SPRINTER

Your sponsorship will provide:

- ✈ Sponsorship for a scholarship site
- ✈ 15 scholarships for underserved girls to participate in a 12-week Girls on the Run program
- ✈ A program t-shirt, race t-shirt, water bottle, snacks and race entry fee for each girl

Your company will also receive:

- ✈ Company logo on race day t-shirt for spring 5K race
- ✈ Inclusion on all marketing media (flyers, banners, website, email campaign, direct mailers)
- ✈ Website homepage with link
- ✈ Stuffing of flyers/advertisements/coupons/product samples in goodie bags
- ✈ Option of providing banners on race day
- ✈ 10 paid race registrations to be shared with employees or an employer sponsored team

\$1,000 – THE RACER

Your sponsorship will provide:

- ✈ Scholarship funding for underserved girls to participate in a 12 week Girls on the Run program

Your company will also receive:

- ✈ Company logo on race day t-shirt for spring 5K race
- ✈ Inclusion on all banners and website
- ✈ Website homepage with link
- ✈ Stuffing of flyers/advertisements/coupons/product samples in goodie bags
- ✈ Option of providing banners on race day
- ✈ 5 paid race registrations to be shared with employees or an employer sponsored team

SPONSORSHIP OPPORTUNITIES

\$500 – THE RUNNER

Your sponsorship will provide:

- ↪ New running shoes for an entire scholarship site (15 girls)

Your company will also receive:

- ↪ Inclusion on all banners and website
- ↪ Stuffing of flyers/advertisements/coupons/product samples in goodie bags
- ↪ Option of providing banners on race day
- ↪ 2 paid race registrations to be shared with employees or an employer sponsored team

\$250 – THE JOGGER

Your sponsorship will provide:

- ↪ Scholarship for an underserved girl
- ↪ New pair of running shoes

Your company will also receive:

- ↪ Inclusion on all banners and website
- ↪ Stuffing of flyers/advertisements/coupons/product samples in goodie bag

\$100 – THE WALKER

Your sponsorship will provide:

- ↪ Funding to help deliver our program

Your company will also receive:

- ↪ Stuffing of flyers/advertisements/coupons/product samples in goodie bags



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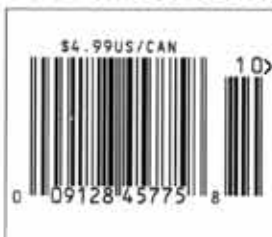
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Girls on the Run

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Girl POWER

Combining running and life-skills lessons, Girls on the Run is raising a generation of confident and strong young women.

By Michelle Hamilton



The sea of pink and green says it all: this is girl territory. Nearly 800 elementary school girls have taken over a grassy field in Vasona Park in Los Gatos, Calif., for the Girls on the Run 5k. To the thumping sound of a techno beat, the girls prepare to run by painting pink and green "warrior" stripes onto each other's cheeks and spray-painting their hair.

As participants of Girls on the Run—an after-school program that combines running with life-skills lessons for girls ages 8 to 13—the girls have been building up to the 3.1-mile distance over the course of 12 weeks. Despite being busy with hair and makeup (and stickers and ribbons), they are eager to talk about their experience in the program.

"I learned how to speak up for myself," says fifth-grader Kate Atherton, who explains that some kids at school had been calling her names and she finally decided to talk to them about it. "I told them how I felt and they said, 'We didn't know you were so upset.'" Another fifth-grader, Katie Snell, says she learned how to be a better friend. And Megan Milburn, a fourth-grader participating in her second GOTR season says, "Before, I didn't know I could run a 5k." As the girls continue to share their discoveries one thing is clear: they are a confident, self-assured bunch. A girl in ponytails sums it up best when she says, "I learned to believe in myself."

Instilling Confidence in Young Women

These girls are a prime example of how the Girls on the Run program is helping to raise a generation of confident, strong and active young women. Now in its 14th year, Girls on the Run operates in 3,700 communities across the United States and Canada and expects to reach a record 70,000 participants in 2010, bringing the total number of girls served to more than a quarter million.

Girls on the Run, which calls itself a prevention program, uses running to steer girls toward a life of physical, emotional and spiritual health. "We hope to instill at an early age how running can transform your life," says Liz Kunz, president of Girls on the Run International. "How the deeper purpose



of running is love of self." With self-love or self-respect, says Kunz, girls are more likely to write their own definitions of self, rather than let society define them. As a result, they will be less likely to engage in unhealthy behaviors like drugs, alcohol or eating disorders, or end up pregnant or in abusive relationships.

Through running, girls make the connection between exercise and feeling good. A consistent refrain from participants was that they felt stronger and more capable after running. Research shows that when girls participate in sports, their confidence increases, says Rita DeBate, Ph.D, associate professor in the College of Public Health at the University of South Florida, who has conducted multiple studies on the effectiveness of the GOTR program. Her research shows that girls' body satisfaction, overall physical activity level and self-esteem increases during the program. These findings proved constant across the country, regardless of geographic location or socio-economic status. "If we can help girls stay active, we lay the foundation for healthier behaviors and lower the chance of risky behaviors," DeBate says.

The 24-lesson curriculum mixes running workouts with games and group discussions, on topics ranging from emotions and gratitude to gossip, bullying, drugs and nutrition. In the revised curriculums introduced earlier

this year, dating and the Internet were added for girls ages 11 to 13. "The girls love the games, but they also understand the lessons," says Else Sinsigalli, 41, a mother of four daughters who has been a coach for the Silicon Valley chapter for three years. She cites the women and media lesson as an example: "After the warm-up, the girls look at magazine ads and write down five things the image is trying to make you believe their product will give you. Then as the girls run their laps, we ask them to yell out a quality they admire. They do not say 'windswept hair' or 'perfect boyfriend,' they yell things like bold, brave and integrity."

Breaking Free from The Girl Box

Such outcomes were exactly what Molly Barker hoped for when she founded Girls on the Run in 1996. Her goal was to find a way to keep girls out of the "girl box"—that narrowly defined space that says you should be this (thin) or that (taller, smarter, prettier, more popular). "The girl box is buying into the idea that you are not enough, whatever enough means for you," Barker says.

It's a place she found herself locked into at age 15. Barker had always been active, but she had begun to judge her body, not by what it could do, but by how it looked. And she started drinking in order to be accepted. Barker, 49,

battled with alcoholism for years, but she is quick to point out that alcohol was an outlet (it just as easily could have been food or drugs). The problem was that she had stepped into the girl box and didn't have the self-respect to step out of it—until she went for a run on July 7, 1993.

Barker had been running since she was 15, but this run was different. "I had hit bottom," she says from her home in Charlotte, N.C. She was a 32-year-old divorced single mom struggling to put alcoholism and self-doubt behind her. It was a windy, gray day with a huge thunderstorm in the distance and at one point during her run the girl box just fell away. "I burst into tears," she says. "Everything I thought was important wasn't, and after that I couldn't go back to being who I was not."

Barker started reading about the connection between self-esteem and sports (she was an Ironman triathlete) and wished someone had talked to her about drugs, peer pressure and self-worth when she was young. So Barker, who holds a master's degree in social work, began writing the curriculum for Girls on the Run. She targeted girls 8 to 13 because at that age they form behaviors and opinions that inform the rest of their lives. "This is the latency period of development," Barker says. "Girls are watching and absorbing. They're starting to turn to their peers, but they're still open to listening to what adults have to say. It's a critical time when they can be most influenced to build a healthy life."

Lessons to Last a Lifetime

The hope, of course, is that the lessons will stay with the girls as they grow up. DeBate will begin a study on the program's long-term effects beginning in spring 2011, but if testimony from past participants is any indication, the benefits do indeed last. Vanessa Fraser, a 15-year-old entering her sophomore year in high school who went through the program when she was nine, says GOTR taught her goal setting. "Completing the 5k made me see I can set and fulfill a goal," she says, a practice she is applying to her cross-country career and to her choice of college, Stanford University.

Fraser adds that she feels prepared for future situations, like being pressured to do drugs. "I've had a chance to think about it and I would say, 'If you want to do that, that's your choice, but I choose not to,'" she says.

The program has had a few unexpected outcomes. Coaches report that the lessons have spilled over into their family life, helping them become better at resolving conflict and listening to each other. One coach said that teaching the lessons helped her address her own emotional issues, including growing up with low self-esteem. And Kunz reports that after one woman began working as a volunteer coach, she left an abusive relationship. There are so many external things that can weaken your belief in yourself, like Internet, TV and ads," says Elizabeth Park, who's been a Girls on the Run coach for five years. "But the program gives girls a bearing that many of us didn't have growing up, a point that the girls can come back to over and over again."

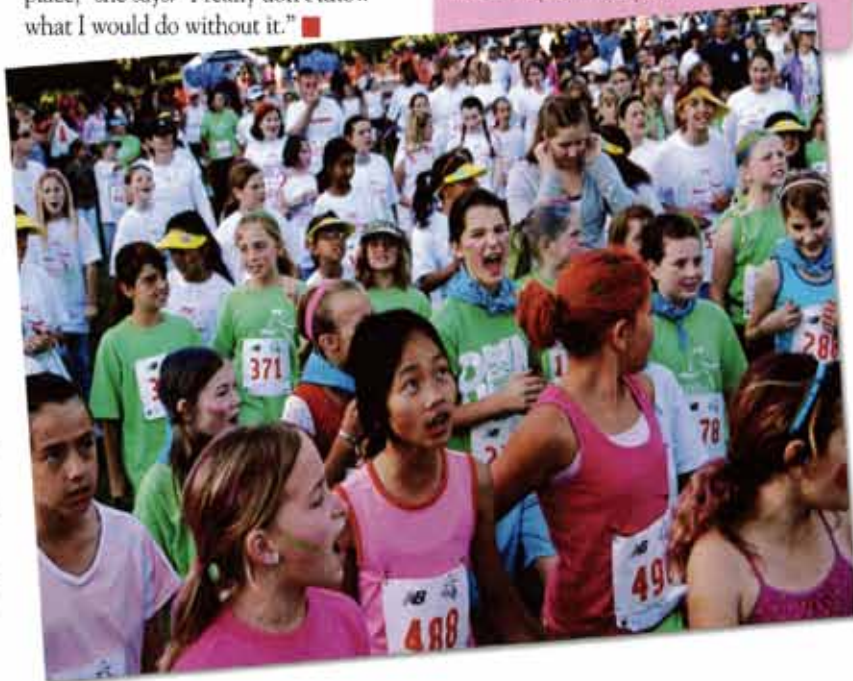
One of those bearings, of course, is running. Lauren Arizmendi, 22, who was among the first to go through the program, says that even 13 years later, running remains central to her well-being. "It's my quiet time, my outlet," she says. And Fraser, the upcoming sophomore, talks about the sport with a passion beyond her years. "Running is my getaway from stress, it's my feel-good place," she says. "I really don't know what I would do without it." ■

> CALLOUT FOR COACHES

To continue to grow and help girls across the country become confident women, Girls on the Run International needs volunteers to serve as coaches. "If someone wants to make the difference and has the time to get involved, we encourage them to sign up," says Liz Kuntz, president of Girls on the Run International. "Coaches get so much out of the program. You're not only changing the lives of these girls, but you're also changing your own life."

Anyone can volunteer as a coach—men and women, beginner and experienced runners alike. Kuntz reinforces that running ability is not a requirement. Coaches commit to twice a week for about 1.5 hours throughout a 12-week cycle. The program is typically held after school from 2-4 p.m., although some chapters meet in the morning and evening. Each team has a head coach and assistant coach. While head coaches must be female, men are welcome to volunteer as assistant coaches. "If someone wants to experience the program first-hand and feel a sense of accomplishment about making a difference in the lives of girls, coaching is for them," says Kuntz. "It's such a rewarding experience."

If you're interested in becoming a coach, visit the Girls on the Run International website at girlsontherun.org to find a chapter near you.



As seen in the December 2009 “Women’s Health Magazine”

Give Back, Get Back

Twelve rewarding opportunities to help others—and yourself

➔ Most Americans have less money to spread around these days, and as a result, charitable giving is at a 50-year low. But volunteering is still going strong—one in four Americans gave their time at least once last year. And chipping in doesn't just make a difference in someone else's life; research shows volunteers live longer, have lower rates of depression, and are mentally sharper than their peers. Ready to jump in? Use this chart to find the gig that best fits your personality and skills:

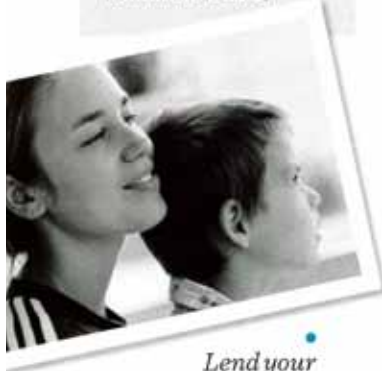
Before You Send a Check...

Charities need your donations now more than ever—but not all nonprofits deserve your hard-earned bucks. To make sure your money goes to good use...

1 FIND OUT IF IT'S A REGISTERED NONPROFIT by searching the Better Business Bureau's website (bbb.org/us/charity), and learn more about the organization's mission and history by visiting charitynavigator.org or guidestar.org; both offer detailed profiles of thousands of U.S. charities.

2 ASK HOW MUCH OF YOUR DONATION WILL GO TO OVERHEAD and how much will support the cause. As a rule, the nonprofit should use at least 60 percent of your money for charitable works. (The BBB's site has this info.)

3 BE WARY OF NEW CHARITIES, especially those that spring up in connection with disasters or other recent tragedies. Their intentions may be good, but most new organizations don't have the experience or infrastructure to use your money wisely. (An exception: charities that raise money entirely for other charities—such as a local breast cancer group that fundraises for Susan G. Komen for the Cure.)



Lend your time to a little one.

The GIVE BACK Guide

If you're GOOD WITH KIDS and...



YOU'RE A FITNESS BUFF

Sign up to be a coach with Girls on the Run, where you'll help tweens develop self-esteem and learn healthy habits while prepping them for a 5-K. **MORE INFO:** girlsontherun.org

YOU'RE THE SENSITIVE TYPE

Become a “baby cuddler” for infants who are orphaned or experiencing health problems. **MORE INFO:** Find a local medical center at find.com/freesearch.php3.

YOU'RE A BORN LEADER

Help a kid who's aging out of foster care by signing up with the Orphan Foundation of America's virtual mentor program. **MORE INFO:** orphan.org or vmentor.com

If you're AN OUTDOORSY TYPE and...



YOU'RE GOOD WITH YOUR HANDS

Sign up for a stint with Habitat for Humanity. You can help build new houses for families in need either close to your home, across the U.S., or abroad. **MORE INFO:** habitat.org

YOU'RE A FOODIE

Cultivate your green thumb at your local community garden, then deliver the bounty to nearby soup kitchens or meal programs. **MORE INFO:** Find a garden at acgu.localharvest.org.

YOU'RE NOT AFRAID TO BREAK A SWEAT

Maintain a national park trail. Volunteers clear and repair paths in stunning American landmarks. **MORE INFO:** nps.gov/archive/peri/vol_today.htm or serve.gov

If you're A PEOPLE PERSON and...



YOU'RE A BOOKWORM

Lend your voice to Recording for the Blind and Dyslexic. This national organization produces audiobooks for people with disabilities that make reading a challenge. **MORE INFO:** rfd.org

YOU'RE AN ADRENALINE JUNKIE

Sign up with the American Red Cross and help provide aid at any of the 67,000 disasters that the organization responds to every year. **MORE INFO:** redcross.org

YOU'RE A FASHIONISTA

Serve as a “personal shopper” for Dress for Success, which provides disadvantaged women with professional duds. **MORE INFO:** dressforsuccess.org

If you're AN ANIMAL LOVER and...



YOU DON'T MIND GETTING YOUR HANDS DIRTY

Volunteer at an animal sanctuary. You'll help care for neglected, abused, or displaced pets, farm animals, or exotic critters. **MORE INFO:** sanctuaries.org

YOU'RE THINKING ABOUT GETTING A PET

Foster abandoned cats or dogs. If you fall in love, you could have first dibs on adopting Fido or Fifi. **MORE INFO:** Contact your local Humane Society through hhs.org.

YOU LIVE TO TRAVEL

Try a volunteer vacation. You can see the world while saving sea turtle habitats. **MORE INFO:** charityguide.org/volunteer/animal-protection.htm
—Camille Noe Pagan

The Salt Lake Tribune

Girls on the Run participants race at Sugar House Park

By Lauren Lombardi

Tribune community contributor

Published: May 16, 2011 02:55PM

Updated: May 16, 2011 12:26PM

After learning how to appreciate girlhood and individuality, girls from more than 15 elementary schools came to Sugar House Park on Saturday to celebrate with a 5k run.

Among those were two excited friends from Ensign Elementary School in Salt Lake City, Grace Metos, 13, and Emma Workman, 12. Grace and Emma met last year in a class at school that mixes grade levels, and they also play soccer together. Last year Grace participated in the Girls on the Run program with Emma, but was too old to participate this year. Grace decided to come back for the race so she could run alongside her friend.

“Girls on the Run is not just about running, it’s about how to be healthy,” Grace said.

“That and how everyone supports you,” added Emma. The two were very excited for the race. Their goal? To finish together in less than 40 minutes.

While anticipation for the race grew, hair stations and face painting stations were set up for the girls to get glamorous. In the background, local group School of Rock played.

When it came time to stretch as a group, awards were given out, including the Team Spirit award that was given to students from Morningside Elementary, who called themselves the Morningside Bananas and all matched in yellow T-shirts.

The race began at 9 a.m., and everyone headed out to run two laps around Sugar House Park. Within 20 minutes, the first runners started approaching the finish line, but the emphasis wasn’t on times or places, it was on celebrating the power of being a girl, something in which everyone was a winner.

“Girls on the Run brings out the best in these girls,” said Trish French, a coach from Butler Elementary School. “It



Girls on the Run participants raced Saturday, May 14 at Sugarhouse Park. Photo by Ellen Donovan

brings so much goodness to them and they are proud of themselves.” She has loved coaching this season and said she had goose bumps during many of the activities, which had the girls saying and doing things they wouldn’t have on their own.

Mountainview Elementary School fifth-grader Carol Rodriguez, who has been keeping us informed on her experience with her journals this session, had a huge smile on her face. “It was fun,” she said. “It was super better than last year. I improved on my running.”

Grace and Emma were thrilled to meet their goal and finished in 38 minutes. “It was fun to run with someone you know really well,” Grace said. The two weren’t tired, and were getting ready to head to their soccer game. Both said they want to come back and run again next year even though they will be too old for the program.

“Everyone should do Girls on the Run,” Emma said. “Well — unless they’re a boy!” added Grace.

laurmarie88@gmail.com

The Salt Lake Tribune

Girls on the Run: Carol takes third in friendly race

From Lauren Lombardi

Tribune community contributor

Published: April 6, 2011 02:09PM

Updated: April 11, 2011 12:15PM

Mountain View Elementary School fifth-grader Carol Rodriguez is participating in Girls on the Run, a program designed to build self-esteem in young girls through exercise and healthy living. Tribune community contributor Lauren Lombardi is following her through the 12-week program via Carol's journal entries. Here is Carol's most recent entry:

—

The goal of today's activity was to try and get the girls to figure out what we were drawing in a Pictionary game. We ran a long distance to the running coach who gave us a clue and then we quickly drew a picture for the clue. We then ran back to our group and they had to guess from the picture. The next girl would then run to the coach. There were four groups competing against each other. We had to run our fastest to finish before the other groups.

I liked that the activity combined drawing and running. It made me feel excited because it made me feel like I was in a running game.

The activity was in the park. Five of us were racing back from the park to the school. Two of the groups were boys and the other three were from Girls on the Run. One of the boys named Balthazar was really fast and won. My friend Marisol came in second. I came in third. It made me feel happy because I had never run that fast in my life. The first thing that I did was get a huge drink of water because I was thirsty and exhausted.

I learned that I could run faster than I thought. I hope to run faster after the next lesson.



Carol Rodriguez. Photo by Lauren Lombardi