

Introducing

# Treasure Coast Running

*Beginning the Unification of the Treasure Coast running community*



7-20-2015

For Immediate Release

## **Announcing TREASURE COAST RUNNING and the Official Unification of the Treasure Coast Running Clubs**

**Stuart, Florida, July 20, 2015** – The leaders of the three major running clubs on the Treasure Coast announced today the reorganization, rebranding, and unification of their clubs into a single multi-chapter organization called **Treasure Coast Running (TCR)**. The new Treasure Coast Running club benefits from the combination of the rich 27-year history, tradition, and legacy of the Sailfish Striders, coupled with the vibrant social community of BC Running and the Marathon of the Treasure Coast, and is further enhanced by the philanthropic and teaming aspects of Team Essen. In addition, all chapters of the new Treasure Coast Running club will work in closer coordination to support each other with the many endurance, social, and philanthropic events this community produces. As part of this unification, each TCR chapter, collectively known as **“Treasure Coast Running”**, has been renamed to reflect its affiliation with the Treasure Coast Running club structure; Sailfish Striders will become Treasure Coast Running Inc, BC Running will become Treasure Coast Running LLC, and Team Essen will become Treasure Coast Running Team Inc. The club will maintain its affiliation with the Road Runners Club of America (RRCA) and utilize the many benefits and 501c3 Not-For-Profit structure this national organization provides.

The first public meeting to discuss the new Treasure Coast Running organization is scheduled for **6:30pm, Thursday, August 6, 2015**. The meeting location will be announced via social media as the date approaches. All are welcome and encouraged to participate in TCR. Membership in Treasure Coast Running is **free and open to anyone**. Optionally, as the Sailfish Striders and Team Essen have done in the past, for those members who desire additional services, TCR is planning an optional premium membership level, for a small annual membership fee.

One of the first goals of TCR is to establish a logo that best represents the combined organization. The club is seeking logo submissions from anyone interested in participating in the design process. To garner community consensus, the logo selection process will be conducted via social media and a deadline of August 10, 2015 has been set for all submissions. **All are welcomed and encouraged to submit and discuss ideas that will lead to the new TCR logo**. Consider that this logo must be conducive to shirt screen printing and marketing publication. 2-color format is suggested.

The goal of TCR to provide organizational, social, and philanthropic activities that foster injury-free health and fitness to members of the community, predominantly through endurance sports. Runners and walkers of all ages and ability levels are invited to participate. Other organizations with compatible missions who would like to organize as a chapter of Treasure Coast Running are also invited to get involved.

Contact:

Frank Fender, Brenda Wilson, Ed Burrows

TC Running Organizers  
561-923-7447  
[sailfishstriders@gmail.com](mailto:sailfishstriders@gmail.com)

## **Treasure Coast Halloween 13.1 - Saturday, October 31<sup>st</sup>**

Join the running clubs of the Treasure Coast for the new and improved Halloween 13.1 on October 31, 2015. Run like there's a ghoul chasing you... and experience the Treasure Coast on a scenic competitive course with stunning views in this iconic village by the sea! Awesome medal for all finishers. Tech running shirt guaranteed for everyone registered by September 15. Competitive race starts at 6:30am at Stuart Memorial Park and includes overall and age group awards. Walkers welcome. Chip timing! Refreshments! Virtual Race! Costume Contest! Race proceeds benefit a local charity and high school scholarships. Hope to see you there. It's the Halloween 13.1.... run for your life!!

**Register While You Still Can -- [www.TChalloweenHalf.com](http://www.TChalloweenHalf.com)**

