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Contact for additional Info  
Joshua Milne  
261 Fearless, Inc.  
Media Information  
[Josh@JoshuaMilnePR.com](mailto:Josh@JoshuaMilnePR.com)



## 261 FEARLESS ANNOUNCES NEW FRIENDSHIP PROGRAM

*Global Women's Running Network, Founded by Kathrine Switzer, Offers New Engagement Opportunity*

**NEW YORK, November 16, 2017** – Women runners around the world can lend their support to [261 Fearless](http://261Fearless.org) by joining the new 261 Fearless Friendship Program, officially launched this month by the 261 Fearless organization, the global not-for-profit women's running network founded by women's running legend Kathrine Switzer.

The announcement follows the recent TCS New York City Marathon when Switzer led the efforts of thirteen 261 Fearless runners who successfully completed the 2017 NYC-based race on November 5. The 261 Fearless organization will begin a new program open to any women's runner who seeks access to the underlying mission of 261 Fearless and to participate from locations around the globe that might not currently have 261 running clubs in place. The 261 Fearless Friendship Program is creating a new and wide-ranging global network to support the cause by contributing and becoming part of the global community.

"By establishing our 261 Friendship Program, we're able to reach out to the thousands of women who want to join in our global community but were not able to participate in one of our local clubs," said 261 Fearless CEO Edith Zuschmann. "While our non-profit organization has a mission to establish women's only social running clubs, we're also focused on creating a program for 261 Fearless supporters who want to participate in our global mission, join our global community and help themselves while helping others feel 'fearless.'"

The mission of 261 Fearless is to use running as a vehicle to empower and unite women through the creation of running clubs, education opportunities, a communication platform and special events. By utilizing these networking opportunities, 261 Fearless breaks down the barriers of geography and creates a global community for women runners of all abilities to support each other and encourage healthy living, a positive sense of self and fearlessness.

As a 261 Fearless Friend, women will receive a welcome package, including an official 261 Friend card, a welcome gift and a voucher for discounted purchases of official 261 Fearless merchandise. Once enrolled, 261 Friends will receive monthly news updates and the 261 Fearless Friend Newsletter along with access to an exclusive "261 Fearless Friends" Facebook group (closed to the general public). The network will connect new Fearless Friends with a global community of like-minded women to exchange information, running experiences and to provide encouragement between them. (Please note: Becoming a 261 Fearless Friend does NOT entitle a member to start a 261 runners club).

To participate in the new 261 Fearless Friendship program, please visit: [www.261Fearless.org](http://www.261Fearless.org)

### **About 261 Fearless, Inc.**

For more information please visit, [www.261fearless.org](http://www.261fearless.org).

### **About Kathrine Switzer**

An iconic athlete, author, and advocate for sports and social causes, Kathrine Switzer was the first woman to officially enter and then run the Boston Marathon. Switzer has been honored for her achievements, most recently for running the Boston Marathon on the 50<sup>th</sup> anniversary of her historic run in 1967 and for her induction to the USA National Women's Hall of Fame which recognized her for creating positive social change throughout her storied career. The ramifications of this work is both joyful and profound, changing forever the face of sports, health, and opportunities for women around the world and fearlessly empowering millions beyond the finish line, through the recently launched non-profit 261 Fearless, so aptly named after her bib number in Boston back in 1967.

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