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JOANN FLAMINIO NAMED AS 261 FEARLESS GLOBAL ADVOCATE

Former B.A.A. President to Assist Global Women's Running Network, Founded by Kathrine Switzer

BOSTON, November 29, 2017 – Joann E. Flaminio, the first female President in the history of the Boston Athletic Association (B.A.A.), today was named the first Global Advocate for the 261 Fearless organization, the global not-for-profit women's running network founded by women's running legend Kathrine Switzer.

"As the first 261 Global Advocate for our non-profit organization, Joann will play an important role in promoting our programs by making global appearances on behalf of 261 Fearless, encouraging runners and supporters to participate in our global mission, join our community and engage with women around the world through our network of empowered and fearless women" said Switzer in making the announcement. "Joann Flaminio served as President of the BAA from 2011 through 2017 and guided the Boston Marathon through such an important time in the history of the event. Over many years, she has always enthusiastically supported and celebrated the women who now make up half of the field of some 30,000 runners in Boston while also expanding the scope of the B.A.A. with new initiatives and in-depth community involvement."

The mission of 261 Fearless is to use running as a vehicle to empower and unite women through the creation of local running clubs, educational opportunities, a global 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 Advocate, Joann Flaminio is going to spread the word about this unique non-competitive and non-judgmental women's running community. "I love the simple mission of 261 Fearless. As BAA President during the 2013 Marathon bombings and the prideful response that followed, I have seen firsthand the communal power of running. Running together with women from different nations and cultures can quickly break down barriers and promote understanding, tolerance, and most importantly, friendship."

On October 17, Flaminio's term as the 23rd President of the B.A.A. came to an end when she passed the baton to Dr. Michael P. O'Leary. Flaminio had served as the first female President of the association since beginning her term on January 1, 2011. A recreational runner and native of Worcester, Mass., Flaminio was committed to the mission of promoting fitness through athletics while helping the B.A.A. expand in all areas of operation, including increased staffing, introducing new programming such as the B.A.A. 10K and B.A.A. Distance Medley.

During her tenure, the B.A.A. also established the Boston Marathon adidas RunBase, a year-round showcase retail store and meeting place for runners on Boylston Street in Boston. Flaminio was instrumental in the B.A.A.'s decision to retire Boston Marathon official race bib No. 261 in honor of Switzer's historic 50th anniversary run this past April. Flaminio remains on the B.A.A. Board of Governors and will serve the organization as a Vice President in addition to her new duties as Global Advocate for 261 Fearless.

About 261 Fearless, Inc.

For more information please visit: <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 with bib No. 261. Switzer has been honored for her achievements, most recently for running the Boston Marathon on the 50th anniversary of her historic race 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, fearlessly empowering millions of women 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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