



FOR IMMEDIATE RELEASE

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Second Annual Women's Right to Run 19K 5K Named Official Partner Event for 261 Fearless

Global nonprofit aims to empower women through running

Seneca Falls, N.Y. – Generations Bank, organizing sponsor of the second annual Women's Right to Run, announced that the run has been named a partner event for [261 Fearless Inc.](#), a global nonprofit social women's running movement founded by running legend [Kathrine Switzer](#), for the second year in a row. The Right to Run 19K/5K is one of four North American partner 2017 events.

Kathrine Switzer was the first woman to run the Boston Marathon as a numbered entry in 1967, wearing bib number 261. Runners and non-runners alike may be familiar with Switzer thanks to the iconic photo of a race official attempting to forcibly tear off her bib and remove her from the course because she was a woman. April 2017 is the 50th anniversary of her historic run and she will be lining up on the start line in Boston once again to mark the occasion, alongside a team of 120 women from her 261 Fearless movement representing ten countries.

"The Women's Right to Run 19K/5K is a true celebration of female empowerment. When I first learned of this run taking place in the historic town that is the Birthplace of Women's Rights, I knew a partnership with 261 Fearless would be the perfect fit," said Switzer. "I'm very excited to be returning for the 2nd annual event!"

Switzer will be in town for the days leading up to the event to attend various speaking engagements. On race day, Switzer will be the official race starter of the 19K distance, greet runners at the finish line, announce the winners and hand out awards at the post-race ceremony.

"Kathrine is an inspiration to women all over the world, and we were all thrilled when she was inducted into the National Women's Hall of Fame here in Seneca Falls in 2011. We are so fortunate to have her involved with the Women's Right to Run as the spokesperson and delighted that our race is an official part of the 261 Fearless movement again," said Katie MacIntyre, AVP – Marketing Officer, Generations Bank and Race Director of the Right to Run event.

261 Fearless brings active women together through a supportive global community. It allows fearless women to pass strength gained from running to other women who are facing challenges, sparking a revolution of empowerment. Women are running together in local 261 Clubs all over the world, communicate on an inspiring online platform and join events together - united under the symbol 261. Currently there are established 261 Clubs on three continents, more are coming soon. The Women's Right to Run race will take place on Saturday, May 13, 2017 – Mother's Day Weekend – in Seneca Falls. Runners have the option of registering to run a 5K or 19K, both of which are USATF (USA Track & Field) certified. Proceeds from the run will benefit the National Women's Hall of Fame's



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fundraising campaign to rehabilitate and transform the historic Seneca Knitting Mill into the Center for Great Women, the future home of the Hall.

Details about race registration and course maps can be found at www.righttorun19k.org. Details about 261 Fearless Inc. can be found at www.261fearless.org.

About Generations Bank

Generations Bank has partnered with businesses and residents in the Northern Finger Lakes region since its founding in 1870, while maintaining a strong commitment to each and every community in which it operates. The bank is headquartered in Seneca Falls and serves customers from nine retail locations in Seneca Falls, Auburn, Waterloo, Geneva, Union Springs, Phelps and Farmington, New York. Generations was named to CNY Business Journal's Best Places to Work in 2015 and 2016.

About Kathrine Switzer

Iconic athlete, sports and social advocate, author, and Emmy award-winning television commentator, Kathrine Switzer was the first woman to officially enter and run the Boston Marathon. She has been honored widely for her achievements, most recently being inducted into the USA National Women's Hall of Fame for creating positive social change. The ramifications of this work are both joyful and profound, changing forever the face of sports, health, and opportunities for women around the world. Now, through the non-profit 261 Fearless, Inc. and the simple activity of running, millions of women are being fearlessly empowered beyond the finish line. For more information on Kathrine, please visit www.kathrineswitzer.com

About 261 Fearless, Inc.

261 Fearless, Inc. is a global non-profit organization created by pioneer runner, Kathrine Switzer. 261 Fearless uses running as a vehicle to empower and unite women globally through the creation of communication platforms, clubs, training opportunities, ambassadors, merchandising and events. For more information please visit, www.261fearless.org

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