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Collegiate Running Association and RunLites Announce Partnership

April 5, 2018 – Richmond, VA - The Collegiate Running Association (CRA), the leading organization in road, mountain and trail running for college students across the nation, announced today a partnership with RunLites, the leader in high-visibility wearables for staying safe while running at night or in low light.

“We are thrilled to partner with RunLites,” said Collegiate Running Association President and Co-Founder **Steve Taylor**. “This partnership will help us further our outreach and healthy lifestyle mission. As we move into our fifth year, we are beginning to extend our reach to companies who produce quality products our members can use to enhance their running and active-lifestyle experiences.”

When it's dark or dim, RunLites create the light you need to stay safe while being active. RunLites are perfect for runners who want to train before dawn or get in a workout before bed. Runners can choose from a range of products, styles, and sizes, including mittens, gloves, slings, and more. RunLites LED Light Units fit in all RunLites products and are powerful, projecting up to 35 feet. They're also adjustable from 40 or 80 lumens. RunLites LED Light Units are rechargeable for daily use.

Mary Tiffin, owner of RunLites, commented, “Our partnership with CRA furthers our mission to optimize visibility and safety in innovative ways. A disproportionate number of accidents and injuries happen when it's dark due to low-visibility conditions. RunLites help people be seen – and be safe. We're so proud to help young, active college runners.”

Road, mountain, and trail running are focal points for the Collegiate Running Association. As the first organization to offer prize money specifically for college

students, the CRA has become a progressive leader in the sport. Since 2014 over 11,000 college students from across the U.S. have participated in Collegiate Running Association National Championships and seventeen Collegiate Running Association members have qualified for 53 U.S. National Teams.

The next Collegiate Running Association championship will be the 2018 Collegiate 10K Road Race National Championships scheduled for April 14th within the Ukrop's Monument Avenue 10K presented by Kroger in Richmond, Virginia. It will be followed by the 2018 Collegiate Mountain Running National Championships scheduled for July 8th within the Loon Mountain Race in Lincoln, New Hampshire.

Use the code *CRA2018* at GoRunLites.com and support the CRA!

About the Collegiate Running Association



The Collegiate Running Association (CRA) is a 501(c)3 non-profit organization founded November, 2013 with a mission to promote healthy lifestyles among college students by providing and expanding opportunities in the sport of running. The CRA offers national championship events in road, mountain, and trail running with prize money specifically reserved for college students enrolled in at least one class. Since 2014 the Collegiate Running Association and our race partnerships have awarded over \$80,000 in prize money and travel specifically to college students. To learn more, visit CollegiateRunning.org.

Follow the CRA on social media:    

About RunLites



RunLites are a hands-free, wearable safety light. They're perfect for any type of nighttime or low-light activity, from running, cycling, hiking or other everyday activities. The RunLites LEDs provides a 135-degree radial arc of light up to 40 feet ahead to increase the wearer's visibility. The gloves have reflective strips and accents to help the pedestrian be seen. RunLites improve your nighttime visibility, without using awkward headlamps and flashlights. RunLites are the ultra-lightweight and super bright safety solution. To learn more, visit GoRunLites.com

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