



COLLEGIATE
RUNNING
ASSOCIATION

Collegiate Running Association and the American Trail Running Association Form Partnership

Richmond, VA ----- The Collegiate Running Association is proud to announce a new partnership with the American Trail Running Association (ATRA). The partnership will continue to increase exposure and awareness for trail and mountain running, especially among college students and the general public.

“This is a natural partnership for the Collegiate Running Association”, said Co-Founder Steve Taylor. “The mission of the American Trail Running Association fits in perfectly with our mission of promoting healthy lifestyles among college students through running and our desire to introduce trail, mountain and road running to a large base of college students across the U.S. We share a mutual interest in expanding opportunities for trail and mountain running, with our efforts more focused toward college students. Our national championships are the first in history to reserve prize money specifically for college students and as we expand race opportunities in 2015 we believe this partnership will attract more people to trail and mountain running.”

“ATRA continues to leave its impressionable footprint on the sport of trail and mountain running through its ongoing support,” observed CRA Co-founder Jon Molz. “Their vision and leadership in the running community, especially within the trail and mountain running disciplines, has led to exponential growth in the number of races and participation. We feel this partnership is an obvious win for our organizations, our memberships, and the groups we serve.”

“Providing opportunities in the trail and mountain running arena for all ages is paramount to our mission,” says Nancy Hobbs, executive director of ATRA. “Supporting the efforts of our friends at the Collegiate Running Association aligns with that mission and we look forward to developing this partnership over the coming years.”

About the Collegiate Running Association

The Collegiate Running Association 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. Our vision is to offer national championship events in road racing, mountain running, and trail running with prize money specifically reserved for college students that will be open to all college students enrolled in at least one class. In 2014 the CRA held two national championship events: a 10k Road Race held within the Ukrop's Monument Avenue 10k in Richmond, VA, and a Mountain Race held in conjunction with the USATF Mountain Running Championships in Lincoln, New Hampshire. Combined, these events saw nearly 3,700 college students representing 150 colleges and universities compete. In 2015, The CRA has already announced the renewal of these two national championship events and will soon announce an additional two events. To learn more, visit the CRA [National Championships](#) page.

Follow the CRA on [TWITTER](#), [INSTAGRAM](#), [FACEBOOK](#), [GOOGLE+](#), and [RunnerSpace](#). Become a FREE member by clicking here: [BECOME A MEMBER](#)

About American Trail Running Association (ATRA)

ATRA is a non-profit 501 (c) 3 corporation based in Colorado. Founded in 1996, ATRA's mission is to represent and promote trail and mountain running. It is a membership-driven association with annual memberships available at several different levels. Corporations, events, and clubs are invited to join ATRA as sponsors, partners, or members.

ATRA's many programs include a comprehensive online calendar of trail and mountain running events, a quarterly newsletter – *Trail Times*, monthly e-blasts with current information about the sport, and an events standards program which debuted in March 2012.

ATRA will again partner with Active at Altitude for the third annual Estes Trail Ascent Trail Running Conference slated to be held October 7-10, 2015, in Estes Park, CO. Additionally,

ATRA is the fund raising arm for the U.S. Mountain Running Team.

ATRA is a member of USA Track & Field, Road Runners Club of America, International Skyrunning Federation, International Mountain Bicycling Association, and a founding member of Running USA.

To learn more about the CRA and ATRA, visit www.CollegiateRunning.org and www.trailrunner.com.

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