



Our Reach – Promoting You to the RunningBrooke Network

RunningBrooke covers the City of Alexandria with communication channels that reach high-net worth residents, business leaders, non-profit and elected officials, athletes and triathletes, and community leaders like the Alexandria Rotary Club. Our network includes 4,500 email addresses across the City and Region. We garner a 44% open-rate for quarterly newsletters (national open rate average is 20%). We have 1,275 Facebook followers, 600+ Twitter followers and our network is growing daily.

RunningBrooke garners the attention of both regional and national press (*Runner's World*, *VA Living Magazine*, *Competitor Magazine*, *Washingtonian*, *Washington Post*, *Miami Herald*, *Alexandria Times* and *the Alexandria Gazette Packet*, *Alexandria Woman*. Additionally, Brooke makes radio, podcast and TV appearances (NBC4, WUSA9, Detroit TV4, Phoenix WKPO News, Salt Lake City ABC) whenever possible and has even spoken to the U.S. Congress.

2015 Highlights

Since our founding in 2009, RunningBrooke has granted and stewarded **\$447,351 to 30 Alexandria nonprofits. RunningBrooke makes physical activity fun!** Our team overhauled a large playground – Hume Springs Playground in Arlandria, and has upgraded 3 ACPS elementary schools to date, and continues to fund innovative movement programs throughout the City.

Mobilizes hundreds of volunteers every year to build, plant and paint, and “man” race water stops.

Team RunningBrooke runs and raises money for RunningBrooke. To date, our runners have taken 6,908,000 steps for Alexandria’s kids.

Founder Fast Facts

Brooke has run a marathon each month since May of 2009. She has run a marathon on every continent, in each of the 50 states, and all 5-world marathon majors.

Brooke pays 100% of her expenses and travel fees.

Brooke has asthma and exercise-induced asthma.

Brooke’s running goal is to complete 100 marathons by September 2016.

RunningBrooke’s fundraising goal is to hit the \$1 million in funds raised by year-end 2016.

Brooke has received the following accolades: Official Ambassador of the City of Alexandria, Geico

Hometown Hero, Rising Star by the Alexandria Commission for Women, WUSA9 TV SuperNova and won the Joanne White Grassroots Volunteer Award by Volunteer Alexandria.