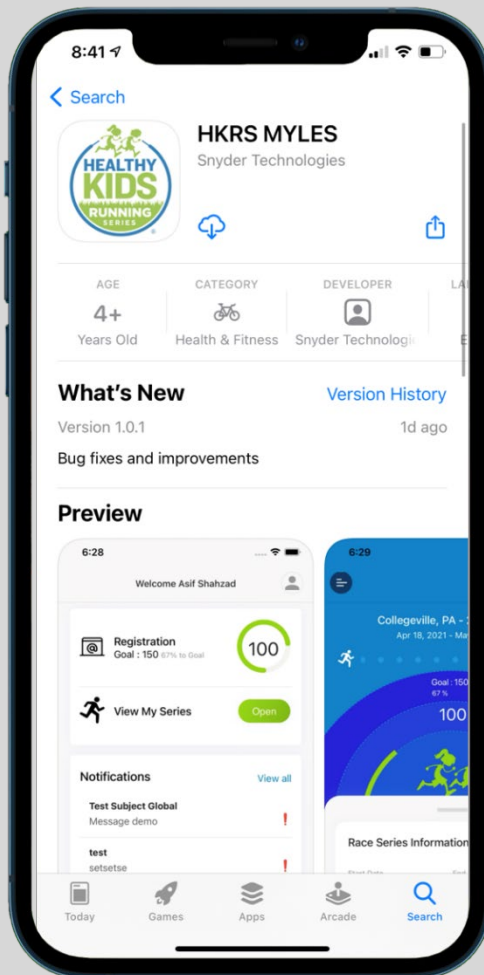




## Our MYLES App is LIVE in the App Store!



Our **MYLES Mobile App** is now LIVE in the iPhone and Android app stores!

You're invited to download the MYLES App to your phone by searching "**HKRS MYLES**" in the App Store.

Let your Program Manager know once you've downloaded the app and they'll send you a MYLES account invitation to access your Series data!

Download now for [iPhone](#).

Download now for [Android](#).

\*Those already using the MYLES app, please delete and re-download the public app from the app store which is no longer a beta version. Enjoy!!

# GENERAL ANNOUNCEMENTS

## • NEW! SPRING 2021 NATIONAL COMMUNITY COORDINATOR VIRTUAL AWARDS CEREMONY!

- Stay tuned for a Save the Date for our new HKRS tradition! This is a chance for us to celebrate our successes nationally and locally! All Coordinators invited!
- Retiring as a HKRS Community Coordinator?
  - We want to highlight you in our national newsletter and during the ceremony! Reach out to your PM, we would love to share all of your mission moments and highlights from your time with us! We couldn't do this without you!

## • COVID RACE DAY GUIDELINES [FOLDER](#)

- Snacks - This spring, prepackaged snacks are permitted on event day. Please be mindful of contents of snack as we are 'healthy' :-)

## • SERIES REGISTRATIONS AND TRANSFERRING

- Each Series is its own event. Participants are only permitted to run and score points for the event/Series which they are registered for. Transferring of a registration to another Series is permitted up until the first published date of the event.

## • TEMPLATE EMAIL [FOLDER](#)

- Transfer requests submitted after the first race will not be processed.
  - Any concerns with parents please reach out to your Program Manager right away.

## • PAST COORDINATOR NEWSLETTERS [FOLDER](#)

## • GENERAL RACE DAY POLICIES

- [Code Of Conduct](#)
- [Tie Breaker Criteria](#)
- [Weather Policy](#)
- [Race Day Page on Website](#) - This new page is intended to help Coordinators on race day with questions from parents!

## • HKRS VIDEO REQUEST ANNOUNCEMENT!

- We will be awarding \$5.00 in marketing money to Coordinators that submit a video(s) from their Series on Race Day to be used for national marketing

purposes (i.e. runner interview, participants running their distance, finisher videos, start line videos.)

- The file must be loaded into the Google Drive folder and labeled with the Series name (i.e. West Chester, PA) to be awarded. Videos may be uploaded to [THIS FOLDER](#).
- Coordinators may upload up to 5 videos.
- Video clips anywhere from 15 sec to 3 min would be greatly appreciated
- Please ensure videos are following our published [COVID Race Day Guidelines](#)
- Folder will be closed for submissions as of June 15th

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## ***MEDIA OUTREACH***

- **MEDIA OUTREACH FOLDER**

- Reaching out to local media (newspapers, tv, radio, etc.) can lead to an increase in registration numbers and mission awareness within your community.
  - Please ALWAYS send a photo when sending a [press release](#).
- Telling Our Story [Document](#) - Who We Are/What We Do
- Spring 2021 [Talking Points](#)
- Our PR Partner, Ike Richman, has created a Media 'Tool-Kit' for our Coordinators to utilize when reaching out to Media
  - Use Ike as a *free* service to assist in media outreach:
    - 215-760-2888
    - [ike@richmancommunications.com](mailto:ike@richmancommunications.com)

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## ***RACE DAY PREP***

- **RACE DAY RESOURCES [FOLDER](#)**

- Contains all documents needed for race day
- **RUNSIGNUP - [How To Videos](#)**
  - **Template emails for all RSU communications**

- [How to Run Reports](#) (finding participants, race bag pickup, etc.)
  - **TEXT ALERTS**
    - [RSU Text Alert How To Guide](#)
  - **RACE BIBS**
    - CHECK IN WITH YOUR SPONSOR TO MAKE SURE BIBS HAVE BEEN ORDERED
    - [ORDER BIBS ONLINE](#)
  - **VOLUNTEERS**
    - [How to set up the Volunteer platform in RSU](#)
    - Reach out to your local High School!
- 

## ***SERIES WEEKLY REMINDERS***

- **MONDAY AFTER RACE - Mail in Walk Ups:** *Please include signed registration forms and payment*
  - **\*\*You must also include a complete [Walk-Up Reconciliation Form](#) with the Waivers\*\***
    - If you do not mail in your walk-ups each week your medal order will be incorrect
      - If you have no walk-ups, notify your Program Manager so we do not expect them from you
      - *If your race dates have changed due to weather please notify your PM ASAP. Thank you!*
- **RACE RESULTS**
  - You do not need to time 50/75 yd dashes, but placing is recorded.
    - Divisions are run by gender except 4th through 8th grade. The 1-mile runners are run together and then separated within results.
  - After races, match bibs with corresponding time on race sheet and plug into Results Templates.
    - **\*\*Use first initial, last name format on results\*\***
  - E-mail to [RESULTS@HEALTHYKIDSRUNNINGSERIES.ORG](mailto:RESULTS@HEALTHYKIDSRUNNINGSERIES.ORG)
    - Please do not send them to your Program Manager
    - Results will be posted on our website on this [page](#).
  - The MYLES app will not work if you are using heats.
- **SUPPLY ORDERS**

- Ordering Additional T-Shirts by size through the Dashboard- [video](#).
    - Ordering will not open in Filemaker until after your first race
      - [How To Order Additional T-Shirts](#)
    - Pad your order to account for additional sign ups.
    - Please use Filemaker for shipping/tracking information.
- 

Start a family tradition on Mother's Day in West Chester PA, May 9th and dedicate this race to your mom.

This race is open to all males & females! 🌸🌸

All runners receive a pink T-Shirt, pink bib and a Raffle Ticket towards our Prize Table. Top Male & Female 5K finishers earn \$250 each, Top 3 Male & Female 5K runners across 14 age groups earn medals/prizes! Top 3 5-Milers earn medals.

Heats begin at 9:00AM on May 9th and show your mom that she's the best ever!

All proceeds benefit [Healthy Kids Running Series](#)

👉🏻 For more info and to register visit: [www.MomThisRunsForYou5K.com](http://www.MomThisRunsForYou5K.com)