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**RRCA Launches Run Smart: Run Safe  
Animated Message to Educate Runners**

**[CLICK HERE](#) to view the Animated Message!**

*We can all agree that running is the best forms of exercise on the planet. According to the National Sporting Goods Association, there are more than 10 million fitness runners in the U.S.*

Arlington, VA - To help educate and remind all runners to run safe, the Road Runners Club of America (RRCA), its members, and supporters are embarking on a yearlong, public-safety, awareness campaign starting with the launch of the *Run Smart : Run Safe* animated message developed by Space Chimp Media. The video is designed to engage and remind both new and regular runners to be aware of their surroundings at all times and to never trust drivers on the road.

“Following the tragic pedestrian fatality of Karen Dubin in 2011, the RRCA has invested memorial contributions into re-launching the Run Smart, Run Safe efforts started by the organization back in 1989,” explained Jean Knaack, RRCA executive director. “Changing bad driver behavior is very difficult, so our focus is on improving runner safety awareness, as millions are taking up running as their exercise of choice.”

To promote the *Run Smart : Run Safe* animated video message, the RRCA will be providing participating run specialty stores, member clubs, event, and fitness facilities with give-away cards that include a QR code for immediate viewing of the *Run Smart : Run Safe* message. The RRCA will also be working with elite athletes and visible leaders in the running community to help share the *Run Smart : Run Safe* message.

Running clubs, running and walking events, fitness centers, training programs, and local media are encouraged to embed the video message on their own websites to help share the important safety message.

The RRCA’s goal is to get as many runners as possible, including youth, to view the message; to enhance their personal safety efforts on the run; and to share the message with fellow runners.

**View the *Run Smart : Run Safe* animated message now at [www.rrca.org/education-advocacy/](http://www.rrca.org/education-advocacy/), and be sure to pass it on!**

#RunSafe

**About RRCA:**

Founded in 1958, the RRCA is the oldest and largest distance running organization in the United States with over 2,200 running club and event members connecting with nearly 5million runners annually. The mission of the RRCA is to promote the development and growth of running clubs, running events, and supporting the common interests of runners throughout the country at all stages in life and all abilities. The RRCA provides a national infrastructure for the development of adult and youth running clubs and events that have boomed into a robust sporting activity.