



**Boilermaker Road Race**  
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## Press Release

### **Boilermaker Unveils First Ever *Empire State Race-Off***

**August 18, 2020 (Utica, NY)** The Boilermaker Road Race has opened registration for a new, first-of-its-kind, statewide, virtual running challenge, the *Empire State Race-Off*. The Race-Off pits the regions of New York against each other in a friendly competition to determine the best running community in the state. The other purpose of the challenge is simply to encourage healthy, outdoor activity during the Northeast's scenic and pleasant fall season.

The challenge also includes a charitable component, with 100% of donations made and a portion of net proceeds benefitting United Way's across New York State as they seek to carry on their essential programming in the wake of challenges presented by the coronavirus pandemic.

"United Way is an essential nonprofit organization across all of New York State," said Kristyn Bucciero Beckwith, Director of Marketing and Communications with United Way of the Mohawk Valley. "In times of crisis, our local United Way, as well as the more than 30 United Ways throughout New York, step-up to create innovative solutions to meet our respective communities' needs. It is through connections and partnerships with organizations, like the Boilermaker Road Race, and community members that help drive this work."

"The pandemic has taken so much from all of us. Although insignificant in the grand scheme of things, this includes our traditional sports rivalries and regional competitions," said Boilermaker Marketing Director, Jordan Peters. "The Empire State Race-Off was born out of a desire to embrace the friendly rivalries that exist between the diverse regions of New York State in a way that encourages healthy, fun and stress-relieving outdoor activities while also supporting a great organization like United Way."

#### **How it works:**

Upon registration, participants will select from one of ten New York State regions to represent: Albany, Binghamton, Buffalo, Long Island, Mid-Hudson, New York City, North-Country, Rochester, Syracuse or Utica-Rome. Any of the ten New York State regions may be selected regardless of home address and, in fact, participants from out-of-state are encouraged to join align with the region of their choice.

From September 16<sup>th</sup> to October 31<sup>st</sup>, runners, walkers or hikers will submit, via an online platform, the mileage they have accumulated. At the conclusion of the challenge, the region with the most accumulated mileage will be crowned the winner and receive bragging rights until 2021.

Additionally, all registrants will receive a lightweight, long-sleeve, performance hoodie and a medal, both customized with their designated region. Runners will also have access to a custom, downloadable finisher's certificate commemorating their achievement.

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*The "Best 15K in the USA" was established in 1978. The Boilermaker, a proud member of the PRRO Circuit, is the premier event of Boilermaker Weekend. The race consistently attracts elite runners from all over the world, including Olympians & world record holders, and features distance running's most enthusiastic fans, as well as the sport's best post-race party, hosted by The F.X. Matt Brewing Company. To register for Boilermaker events visit the official Boilermaker web site at [boilermaker.com](http://boilermaker.com).*



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Outside of representing New York's geographic regions, there will be a personal leaderboard for participants to see how they stack up against others from around the state and the country. In addition, sub-teams are encouraged to join and their performances will also be tracked separately from the overall, regional leaderboard.

\*logo and graphics attached

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Registration for the Empire State Race-Off is now open and can be accessed along with additional information at [boilermaker.com](http://boilermaker.com).

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