

FOR IMMEDIATE RELEASE



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Lafayette Chamber announces DEI theme for 2021 Lafayette Res Run for Education, “Unity In Diversity”

29th Annual Lafayette Res Run for Education – Sunday, October 24, 2021 with a virtual race option October 13-23, 2021.

Lafayette, CA – September 16, 2021 – The Lafayette Res Run for Education is back with safe options for everyone!

Run with your friends, family, classmates and neighbors on Sunday, October 24 in person through downtown Lafayette. Choose the traditional 2-mile fun run/walk, 5K along Mt. Diablo Blvd., or the 10K route which takes you around the Lafayette Reservoir.

Or, back by popular demand, from its introduction last year, you can now register for the Reservoir Challenge – the virtual race which “runs” around the 2.7-mile paved trail of the Lafayette Reservoir October 13-23. Please note, the Reservoir Challenge is not an option on Sunday, October 24 as the Reservoir will be closed for the 10K runners. The Reservoir Challenge is a great opportunity to safely walk or run the Reservoir on your own, perhaps beating your time from last year!

To entice school-age runners, the first 100 students from each school (all three high schools included) will get a voucher for 1/4 lb of bulk candy from Zoonie's Candy Shop at packet pickup.

“Unity In Diversity”

All race registrations include a long sleeve t-shirt (while supplies last) which will showcase this year’s theme “Unity In Diversity,” expanding the City of Lafayette’s efforts to bring awareness to diversity, equity, and inclusion issues.

The design reflects Lafayette's first mural, "Unity In Diversity," which was painted on the eastern wall of the building located at the northwest corner of Mt. Diablo Blvd. and Oak Hill Road this past summer. The approximately 650 square foot mural was created by youth from Lamorinda and Oakland facilitated by Three Thirty Three Arts. Lamorinda resident Lara Dutto collaborated and brought to life Lafayette's first public mural, one that feels welcoming to all cultures and colors. Three Thirty Three Arts designed the concept that is first and foremost a beautiful and inviting work of art, but one that a diverse population of people would appreciate. The design features flowers, Monarch butterflies, a panther and dragon. Watch a video about the mural and learn more about the Chamber's DEI initiatives at <https://lafayettechamber.org/about-us/dei/>.

Supporting Our Schools

All four races support our local public schools. In 2020, ResRun Reimagined (the fully virtual race) gave back a record \$32,185.17 to our local public schools. Let's break that record!

"The past year has been an unusual one for school funding. The Lafayette School District has been the beneficiary of COVID relief funds, which are earmarked for, and used explicitly to support continuous and safe in-person learning. The Res Run for Education delivers dollars to each Lafayette school, allowing them to build community, host special events, appreciate teachers, and create the magic that makes each school unique while also meeting our shared educational goals. Thank you for supporting our Lafayette schools!" reports Richard Whitmore, Superintendent of the Lafayette School District.

Local public schools include Lafayette Elementary, Springhill Elementary, Burton Valley Elementary, Happy Valley Elementary, and Stanley Middle School. Acalanes, Campolindo and Miramonte High Schools receive donation funds based on registrations.

And there is a Race-Before-the-Race! The Race-Before-the-Race takes place two-fold. The Lafayette School District school with the most registrations by September 30 will receive an additional \$500 donation AND the school with the most registrations in total will also receive an additional \$500 donation. Check out the registration site for a graphic of current registration numbers at

<https://runsignup.com/Race/CA/Lafayette/LafayetteReservoirRun>.

Donations can also be made directly to a select school, no participation required, but we certainly hope you will join us.

Everyone is Welcome!

Everyone age 1 to 99 is welcome. Walk with your friends in the 2 mile or Reservoir Challenge, beat your time in the 5K or take on the enduring 10K around the Lafayette Reservoir. All levels welcome! Please no bikes, skateboards, scooters. Dogs and strollers welcome in all races except the 5K (which is our most attended).

Let's show our community's strength in 2021 by signing up today at <https://lafayettechamber.org/resrun>.

About the Lafayette Res Run for Education

This event is presented by the Lafayette Chamber of Commerce, Oakwood Athletic Club and the City of Lafayette. The Run is the city's most popular "family affair", involving kids, parents, grandparents, and hundreds of serious runners from throughout the Bay Area. Sprinters, walkers, the "stroller brigade" and many of Lafayette's top four legged residents are welcome to join in the fun.

The annual Lafayette Res Run for Education, scheduled for Sunday, October 24, 2021 attracts upwards of 3000 people of all ages and athletic ability each year, including hundreds just cheering on the runners, and seeing friends and neighbors. A health fair greets runners that morning. All races start and end at the same location – corner of Mt. Diablo Blvd. and Oak Hill Rd. The virtual Lafayette Reservoir Challenge was added as an option in 2020 and will return in 2021.

Race Start Times

5K Race	October 24, 2021, 8:00am
10K Run	October 24, 2021, 8:15am
2 Mile Fun Run/Walk	October 24, 2021, 8:45am
Reservoir Challenge:	October 13-23, 2021, during Lafayette Reservoir open hours 6:30am-7:30pm.

Prices increase on October 16. Register online TODAY at www.lafayettechamber.org/resrun. Support your school!

*Lafayette Reservoir parking fees are not included in registration price.

Healthy Lifestyles Fair

Lamorinda's health and wellness providers will assemble to meet and serve the community in a free public information and service health fair which will take place as part of this year's Res Run for Education. The fair will be located on Lafayette Circle adjacent to La Fiesta Square from 8am-10:30am on race day, Sunday, October 24, 2021.

Parking is available at the BART parking lot. Walk down to Mt. Diablo Blvd. and Oak Hill Rd. to where all the fun is taking place. Bike parking available.

Pre-Race Pick Up Location

Pick up will be held at the Lafayette Chamber Office, 251 Lafayette Circle in October. Register now to receive details on pick up in October. Bibs, chips and shirts may also be picked up on race day depending on availability. Registration prices will increase on October 16. "Day of" registration will be available but it's best to register in advance as all registrations must still be entered online.

Beneficiaries of the event are the local schools and the services and programs of the Chamber. Medals will be given to all top finishers in the 5K and 10K. The two-mile fun run and the Reservoir Challenge is a non-timed event, but you are welcome to do so using an app.

The Lafayette Chamber would like to thank the participants, sponsors, and vendors of the event as well as the fantastic volunteer coordinators from our local schools that make this event a huge success.

About Three Thirty Three Arts

The mission of our organization is to bring people together to create public artworks for the benefit of a community. The artwork is a byproduct of the collaboration between an intersectionality of people coming together in a unique way to create the art. Mission successfully accomplished with this mural in Lafayette. Three Thirty Three Arts looks forward to more collaborations in the community! 🙌💙 www.333arts.org

About the Lafayette Chamber

The Lafayette Chamber is a volunteer based organization serving the interests of the business community with an ongoing commitment to the City of Lafayette. In 1947 a group of concerned business persons launched the Lafayette Chamber of Commerce. The stated mission of the organization was: “To promote and maintain a healthy business climate and to preserve and enhance the quality of life in Lafayette.”

70+ years later, the Lafayette Chamber has grown to include a membership of more than 600 businesses, professionals and "Friends of the Chamber" in Lafayette and neighboring areas. It remains the principal advocate for the business community, working to promote businesses in the City of Lafayette and encouraging new enterprises to locate here.

All aspects that make up a community are important: schools, residents, churches and synagogues, community organizations, activities, and the city government. Chamber members work with representatives of all these groups for the betterment of the community. Annual Chamber events include the Taste of Lafayette, Rock the Plaza Concert Series, Lafayette Art & Wine Festival, Lafayette Res Run for Education, Trick or Treat Street, Thanksgiving Community Breakfast, and It's a Wonderful Life in Lafayette Holiday Celebration. Proceeds from Chamber events are shared with deserving nonprofit organizations in the community. Learn more at <https://lafayettechamber.org>.

A special thank-you goes out to Lafayette Chamber's Premier Members: Cobain Orthodontics, Diablo Foods, Douglah Designs, Mechanics Bank, Oakwood Athletic Club, Pacific Veterinary Emergency + Specialty Hospital and ParkSmart, Inc.

Media files/artwork can be provided by request, email holly@lafayettechamber.org.