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LYNCHBURG VIRGINIA DESIGNATED OUTSTANDING RUNNER FRIENDLY COMMUNITY BY ROAD RUNNERS CLUB OF AMERICA

LYNCHBURG, Virginia – January 24, 2012 - The Lynchburg Road Runners Club and City of Lynchburg are pleased to announce that Lynchburg, Virginia has been selected as the 2011 *Outstanding Runner Friendly Community*® by the Road Runners Club of America. This national award is the culmination of a comprehensive, collaborative, community effort led by the Lynchburg Road Runners Club. This past August Lynchburg was named a *Runner Friendly Community*®.

Lynchburg's application was selected from the 16 other *Runner Friendly Community*® designees from 2011 and continues to be one of only two cities in the state of Virginia with *Runner Friendly Community*® status. Lynchburg also joins Monterey, California as only the second community to be recognized with the Outstanding *Runner Friendly Community*® designation.

“On behalf of the Club I would like to thank the Road Runners Club of America for this recognition. Our hope is that this award serves as a benchmark for elected officials, business leaders, and tourism officials as they prioritize decisions concerning our community,” said Bill Gray, President of The Lynchburg Road Runners. “The Lynchburg Road Runners will continue to encourage people of all abilities to start a fitness program and to take advantage of all Lynchburg has to offer.”

Strong characteristics of Lynchburg's application included community infrastructure, civic backing, and local business support for the sport of running. These areas were highlighted by letters of support by the City of Lynchburg, Genworth Financial, Centra Health, AREVA and Moore & Giles, a business survey conducted by the City's Office of Economic Development, and the more than 20 running events and programs hosted annually within the City.

Specifically, Lynchburg's continued investment in the Blackwater Creek Natural Area and Peaks View Park were cited as important factors that set Lynchburg apart from other applications.

“This designation highlights to the nation what many Lynchburg community leaders have known. A healthy running community supported by its citizens and government results in an overall higher quality of life and can have tremendous economic impact,” said Marjette Uphur, Director of Lynchburg's Office of Economic Development.

A copy of The Lynchburg Road Runners Club Runner Friendly Community application can be found on its website www.lynchburgroadrunners.org.