



GUARDIAN MILE

July 29, 2023

Photo by Frank Mathias

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GOHRun
www.gohrun.org

WHO WE ARE



- **Rae Alexander (Executive Director):** A career educator, Rae is the head cross country coach at Olmsted Falls High School. Rae has coached cross country and track for over 40 years, guiding 100+ high school runners to All-Ohio honors. Rae has extensive experience as a youth camp and race director. Rae founded GOH Run in 2018, and her vision made the Guardian Mile a reality. She serves as the Guardian Mile race director, and also the directs our year-round youth programming.
- **GOH Run Board:** The GOH Run board is made up of life-long runners with diverse professional experience. We are passionate about using our knowledge and networks to enhance the Northeast Ohio community and expand access to health, fitness, and competitive opportunities, especially for youth.
<https://www.gohrun.org/board-members>.
- **GOH Run / Guardian Mile Teams:** Operations are supported by a talented group of workers and volunteers. Three-time Olympian Nate Brannen serves as elite athlete coordinator, and OATCC Hall of Fame coach Ted Rupe helps coordinate the Guardian Mile start line.

MISSION



- The CDC recommends 60 minutes or more of moderate-to-vigorous daily physical activity for kids ages 6-17. Only 24% currently meet this recommendation. Physical inactivity increases the risk of obesity, cardiovascular disease, Type 2 diabetes, osteoporosis, and certain types of cancer.
- GOH Run is a nonprofit (501(c)(3)) founded in 2018 to promote **health and fitness in our community** through the sport of running. One of our primary goals is expanding **access to quality youth running programming** in the area to teach healthy lifestyles through, camps, training groups, races, and other engaging activities.
- We aim to provide **unique experiences and mentorship**. The Guardian Mile provides the entire Northeast Ohio community and especially our youngest runners with the opportunity to race a challenging and iconic course while interacting with and learning from the best runners in the world.

2022 YEAR IN REVIEW



- Guardian Mile IV on Saturday, July 23rd 2022.
- A record **566 runners** crossed the Hope Memorial Bridge, up 23% from 2021. The race has now averaged 27% annual participant growth for Guardian Miles I-IV, despite a challenging environment for road races nationwide.
- GOH Run youth programming (day camps, fun runs, and fall training programs) again saw record numbers. Our programs in Olmsted Falls, Strongsville, Sandusky, and Cleveland (in partnership with Boys and Girls Club of Northeast Ohio's Broadway location) all increased in participation.



Race day at the 2022 Broadway Day
Camp

Mission Goal: Expanding Youth Access

- We again offered **free registration to the Guardian Mile** to runners and teams from the Cleveland Public Schools in 2022. We also continued outreach to private / charter schools that cater to families of limited economic means.
- We are thrilled with our ongoing partnership with the Boys & Girls Club of Northeast Ohio! Our July 2022 day camp at their Broadway location was again free for club members. We love working with the Boys & Girls Club and continue to discuss **expanding this partnership in the future.**
- It is our goal that no runner or team with interest in the Guardian Mile or GOH Run programming should be unable to participate due to financial need. We were awarded a **USATF Foundation grant** for 2021-22 that helped us expand access. We hope to further **integrate Guardian Mile sponsors** with our **year-round youth programming** to achieve this goal.



2022: What Was New!

- We welcomed two new Hometown Hero sponsors, [Fleet Fleet Cleveland](#) and [ASICS](#). Both made a significant impact on our race weekend experience. [Cleveland Water](#) joined our Finish Line Festival with hydration and giveaways.
- Inspired by the excitement of team scoring in our HS / Youth Heat, we debuted the [Fleet Feet Cleveland Team Challenge](#) for area run clubs and groups in our Community Heat.
- We partnered with our friends at [Mudroom Backpacks](#) to add to our unique awards collection, offering custom Guardian Mile Mudroom packs for select division winners!

A Commitment to Fast and Fun



- In addition to our goal of building one of the largest and most enjoyable community road races in Ohio, we have strived since our inception to bring world class runners to the streets of Cleveland. Since 2018, our elite heats have produced **30 sub-4 minute miles** on the men's side, while **30 women have broken 4:40**.
- Eight former Olympians (5 men, 3 women) have competed in the Guardian Mile. In 2021 and 2022, **our elite heats** produced the fastest and deepest road miles in the world outside of **The Fifth Avenue Mile** in New York City.
- In 2021, we became the only U.S. road mile outside of The Fifth Avenue Mile to use **fully automatic timing (FAT)** for our elite heats qualifying and record purposes. In 2022 we increased our total prize purse to over \$23,000 across elite and community heats, an internationally competitive purse for a road mile.

Year IV Highlights



- **664 total registrations (up 32% from 2021)** for the GOH Run High School / Youth, Fleet Feet Community, Nordonia Dental Stroller, Tom C. Loepp Masters, and Monticello Associates Elite Heats / Divisions. Runners of all ages and backgrounds competed for bragging rights, fun, and over \$23,000 in total prize money.
- **Thrilling elite races** featuring winners (Josette Norris and 2021 Champion Johnny Gregorek) again breaking the race and all-time Ohio soil records (4:19 and 3:46), with raucous crowd support.
- **A truly unique experience for all** on the legendary Hope Memorial Bridge. Runners conquered the hill. Spectators enjoyed the races and breathtaking views.



Year IV Highlights

- National anthem performed by Cleveland sports personality **Gabriella Kreuz**, DJ / announcements at start / finish, [Instagram live stream](#) of all races.
- The **Finish Line Festival** again provided free Mitchell's Homemade Ice Cream and Georgio's Pizza for runners. **Cleveland Water** provided hydration and giveaways, and **StretchLab and Ohio Sports Chiropractic & Rehab** were available for post-race treatment.
- Commentary, interviews, awards, gear sale, and the Ohio Legends post-race photo provided a great atmosphere during, between, and after races!
- **Post-Race Party (21+) at Market Garden Brewery**, located near the starting line, with food trucks, music, and a limited release of Guardian American Lager on tap.

Elite Athletes



- **Praise for the race** from our 2022 Monticello Associates Elite Heat Winners:
- “Big thank you to Guardian Mile and the community who came out and cheered along the bridge! Such an amazing experience, my first time in Cleveland definitely didn’t disappoint!” – [Reebok athlete Josette Norris](#)
- “Ripped a 3:46 mile over the Hope Memorial Bridge to defend my title in the Guardian Mile this weekend! Cleveland rocks!” – [ASICS athlete Johnny Gregorek](#)

Media Coverage



- 92.3 The Fan
 - [Olympic medalist Clayton Murphy previews the Guardian Mile on "The Barber Shop" \(2022\)](#)
 - ["The Cleveland Guardian Mile was LIT!" – 92.3 / NEW Channel 5 Personality Anthony Lima \(2022\)](#)
- The BIGPLAY REFLOG SHOW
 - [Gab Kreuz interviews 2022 winner Josette Norris about her road mile debut \(2022\)](#)
 - [Colby Alexander talks Guardian and Cleveland sports with the show \(2021\)](#)
- The Plain Dealer / Cleveland.com
 - [Post-Race Recap \(2021\)](#)
 - [Post-Race Recap \(2019\)](#)
 - [Post-Race Recap \(2018\)](#)
- ShareTheRiver
 - [Spectacular Video of the Monticello Associates Men's Elite Finish \(2018\)](#)
- From national and international running news outlets
 - [World-Track.org Event Recap \(2022\)](#)
 - [2019 Letsrun.com Event Preview](#)
- Additional event coverage provided by [Cleveland Scene](#), ESPN Cleveland, [The Lap Count](#), [Ohio MileSplit](#), [Run The Globe Podcast](#), and more

Sponsor Testimonial



- “Fitness and competition are critical aspects for living a healthy, meaningful life, and running and racing provide a key platform for people of any age to challenge themselves and develop throughout a lifetime. The Guardian Mile and GOH Run’s year-round programming allow for continuing growth in the Cleveland running community while supporting youth and overall development. Elite performance is crucial in the effort to sustain and impact the culture. Cleveland is a fantastic city for sports and outdoor adventure, and the Guardian Mile showcases some of what makes the city and community an outstanding place to live and thrive. There is no reason why we cannot present the greatest mile race anywhere in the world!”

-Todd Phillips, Hometown Hero Sponsor 2019-22

- Thank you to all our current and former race sponsors! [Full list below.](#)¹

Sponsorship Opportunities



- **Front Runner (Presenting Sponsor):** \$25,000 (or equivalent in-kind). We are seeking a presenting sponsor for the 2023 event.
- **Hometown Heroes (Heat Sponsorship Level):** \$5,000 to \$20,000 (or equivalent) depending on the heat in question. Inquire for availability.
- **Bridging the Gap (Division / Support Sponsor):** \$500 to \$5,000. Sponsor a heat division, present a specific item from our race wish list, etc.
- For a detailed breakdown of specific sponsorship recognition, ask to see our complete listing of Sponsorship Opportunities . For more information or updated availability, contact Assistant Race Director Ken Sullivan at kenneth.dsullivan@gmail.com or 216-789-7182 (cell).



2023 Race Goals

- **Grow to over 700 registrants (>24% growth)** by continuing to improve outreach to local high school and youth teams, running groups, and the community at large.
- **Add a video scoreboard** at the finish to improve our media and spectator experience.
- **Increase outreach to media** (local outlets as well as national run journalists) to improve media coverage.
- Scale and continue to integrate our support from national run brands and local run specialty retailers to **enhance the race day experience** for all participants.



HS /Youth start, just
past the West Side
Market



HS boys fight to the finish



Elite winner Josette Norris (21) with HS back-to-back winner and division record holder (4:47) Katie Clute of Olmsted Falls HS, after their races



Finish line high hugs for HS Boys winner Ben Myers (Fairview)



Our youngest finishers
inspire us the most!



Stroller Division
Start



A close finish for
some of the top
women in the
Community Heat



Repeat Masters
Heat winner Kristy
Fritz sets a new
women's division
record (5:23)



Reebok athlete Josette Norris (21) leads Adidas' Taryn Rawlings (27) and the elite women up the bridge en route to her record 4:19



ASICS athlete Johnny Gregorek (#1) holds off Sam Prakel of Adidas to repeat his 2021 win in record time (3:46).



See you July 29th on the bridge!

Instagram: [@guardianmile](#), [@gohrun](#)

Twitter: [@guardianmile](#)

Facebook: [GOH Run](#), [GOH Run and Guardian Mile](#)

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