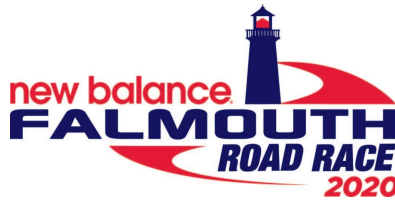


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2020 New Balance Falmouth Road Race to be Run “At Home” This Summer

Registration Opens May 18; First 5,000 Get Guaranteed Entry to 2021 Race

Falmouth, MA (April 30, 2020) – The 2020 New Balance Falmouth Road Race, originally set for August 16, will be going virtual to become the New Balance Falmouth Road Race “At-Home Edition.”

The 48th running of the iconic race will be celebrated worldwide as a virtual event beginning August 15 – on the birthday of late founder Tommy Leonard – and concluding on August 29, with runners covering 7 miles in their own neighborhoods any time during that period. With the Falmouth Board of Selectmen implementing a “no large event” policy through the end of August, race organizers have designed an experience for everyone to have fun while staying fit and focused on a goal this summer.

Registration will open on May 18, and the first 5,000 to enter will be guaranteed a spot in the 2021 New Balance Falmouth Road Race. Further details on the 2020 New Balance Falmouth Road Race “At-Home Edition,” including registration information, personalized athlete interactions, gift bags, contests, and virtual content, will be announced soon.

For more than 45 years, Falmouth Road Race, Inc. has promoted health, wellness, and pride in the community. In these unprecedented and uncertain times, the organization is striving to be consistent in its mission, continuing to provide its dedicated athletes, enthusiasts, and the community with an event to be proud of and one that supports people in need.

“With safety always the top priority, we see an ‘At-Home’ event as the ideal option for 2020,” said Scott Ghelfi, president of the Falmouth Road Race, Inc., board of directors. “Although it’s sad to think of a summer in Falmouth without the usual race spectacle along our shores, conducting an ‘At-Home’ event will not only give runners from everywhere the chance to experience the Falmouth spirit but also give Falmouth Road Race, Inc., a way to show support for the town, our medical community, and our Numbers for Nonprofits participants, who are raising funds that will be needed now more than ever.”

Among the ways in which the race will show its commitment to nonprofit partners and the community through the “At-Home Edition:”

- The organization will be purchasing a total of \$25,000 worth of gift cards from businesses throughout Falmouth to randomly award to participants. The intention is to assist the community now and help bring visitors back to town when it is again safe to travel.
- Falmouth Road Race, Inc., will donate \$5,000 to Cape Kid Meals, the “grab-and-go” meals program for students.
- Proceeds from the “At-Home Edition” will again allow annual scholarships to be awarded to high school seniors who are Falmouth residents.
- Numbers for Nonprofits charity program partners will continue to receive support to maximize their fundraising efforts, including free registration for those running for a charity who raise a required minimum dollar amount for that organization. Incentive prizes and experiences, including a swag package, a donation match, and two chances to win a free entry into the 2021 New Balance Falmouth Road Race, will be offered to select participants by the race and its online fundraising partner, GoFundMe Charity.

“Running at home, together but apart, is the best way for all of us to show that we care about Falmouth – the town, its people, the race and its tradition – in 2020,” said Ghelfi. “Tommy Leonard wouldn’t want it any other way.”

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About Falmouth Road Race, Inc. The New Balance Falmouth Road Race was established in 1973 and has become one of the premier running events of the summer season. Each year the race draws an international field of Olympians, elite and recreational runners out to enjoy the iconic 7-mile seaside course. The non-profit Falmouth Road Race organization is committed to promoting health and fitness through community programs and philanthropic giving.