



## Dick's Sporting Goods National Runners' Month Teams Up With Action for Healthy Kids®

*Leading Sporting Goods Retailer Pledges \$27,500 to Fight Childhood Obesity Through "Regis & Kelly's Run Across America with Dean Karnazes"*

**Pittsburgh (April 28, 2011) – Dick's Sporting Goods National Runners' Month** has today named **Action for Healthy Kids** as its official charity partner and beneficiary for the 2011 campaign. Together, Dick's Sporting Goods National Runners' Month and Action for Healthy Kids will raise awareness about the importance of maintaining a healthy and active lifestyle through daily physical activity. The partnership will be activated across various elements of the program including social media platforms, newsletters and web promotion.

Additionally, Dick's Sporting Goods National Runners' Month sponsored 50 runners to help support Dean Karnazes, Dick's Sporting Goods National Runners' Month ambassador, during his 5K race in Pittsburgh on April 27<sup>th</sup> at Aiken Elementary School. With less than 400 miles to go, this energetic team helped motivate him to continue his epic trek across the country.

"Dick's Sporting Goods National Runners' Month is proud to support Action for Healthy Kids as part of our committed efforts to helping the youth of America become fit and active," said Lauren Hobart, Senior Vice President and Chief Marketing Officer of Dick's Sporting Goods. "Through this partnership, we hope to inspire the country to get out and go for a run in an effort to raise further awareness for childhood obesity."

Dick's Sporting Goods National Runners' Month has made a gracious charitable donation of \$27,500 to help Action for Healthy Kids fight childhood obesity. The donation has been made in conjunction with "Regis & Kelly's Run Across America with Dean Karnazes," the popular morning talk show's coast-to-coast challenge designed to inspire Americans to get up, get active and get healthy. Action for Healthy Kids also is the beneficiary of the Run Across America.

Over 170,000 runners who will be participating in the ten races that comprise Dick's Sporting Goods National Runners' Month will be made aware of Action for Healthy Kids mission and will have the ability to get involved with and donate to their cause through a dedicated page on their website.

"It's so important that we get our children eating well and moving more, that's why we're excited to have the support of Dick's Sporting Goods National Runners' Month," said Rob Bisceglie, Action for Healthy Kids Executive Director. "Runners are passionate about active, healthy lifestyles, just like Action for Healthy Kids, and this is a great way to highlight the importance and benefits of physical activity and to make a difference for more kids."

In addition to supporting Action for Healthy Kids, Dick's Sporting Goods National Runners' Month will also feature running ambassadors Kara Goucher, Ryan Hall, as well as a variety of other activities geared towards highlighting running and the running community nationally.

### **About Action for Healthy Kids**

[Action for Healthy Kids](#)® is the nation's leading nonprofit and largest volunteer network fighting childhood obesity and undernourishment by helping schools become healthier places and our kids learn to eat right,

be active every day and be ready to learn. Through a unique collaboration of more than 20,000 members - experts and professionals in health, nutrition, fitness, among others, parents, educators, students and community volunteers – supported by more than 70 organizations, corporations and government agencies, last year alone, Action for Healthy Kids reached 4.5 million students in 9,200 schools nationwide. More information is available on [Facebook](#) and on [Twitter](#).

**About Dick's Sporting Goods, Inc.**

Dick's Sporting Goods, Inc. is an authentic full-line sporting goods retailer offering a broad assortment of brand name sporting goods equipment, apparel and footwear in a specialty store environment. The Company also owns and operates Golf Galaxy, LLC, a multi-channel golf specialty retailer. As of April 4, 2011, the Company operated 447 Dick's Sporting Goods stores in 42 states, 81 Golf Galaxy stores in 30 states and e-commerce and catalog operations for both Dick's Sporting Goods and Golf Galaxy.

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