

BOLDERBOULDER

THE BOLDERBoulder LAUNCHES NEW BOLD SQUAD INITIATIVE FOR KIDS

BOULDER, COLORADO

The BOLDERBoulder 10K announces the BOLD SQUAD, a new initiative for kids. Everyone who registers that is 14 years and under will automatically become a member.

All BOLD SQUAD members receive:

- \$15 off regular race registration
- Finishers Medal, given at Race Day Expo
- Fun Run at Runners Roost, Boulder Store
- 10 Week Training Program
- 10 Week Training Tracker
- Monthly Tips for Training

The BOLD SQUAD upgrades what was formerly known as the BB Racers Program, which was implemented through elementary and middle schools throughout Colorado. The BOLD SQUAD encourages youth participation in healthy activities by including all participants 14 and under, without the need to sign up separately. Parents simply register their child through the regular race registration platform to receive the benefits of being a member.

“In evaluating our BB Racers Program we wanted to bring the most value to the largest number of kids possible. The BOLD SQUAD helps inspire all of them to experience the magic of the BOLDERBoulder from start to finish,” states Cliff Bosley, Race Director. “We want kids to add running to the list of things they like to do. We know that fun training and having a good experience on race day is key to that goal”.

Each 14 and under participant will receive the BOLD SQUAD training program, training tracker and swag in their race packet. Medals will be handed out at Race Day Expo. Additional information can be found on the BOLDERBoulder website - [BOLD SQUAD](#).

For more information contact:

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