

# 2016 MORE/SHAPE Women's Half-Marathon To Honor 13 Female Leaders For The First-Ever Women Run The World™ Relay & Mentorship Program

**Honorees Including Sara Bareilles, Danielle Brooks and Padma Lakshmi Will Be Paired with Mentees from New York Road Runners' "Run for the Future" Program to Walk or Run a One-Mile Leg of the 13.1-Mile Race**

NEW YORK, March 31, 2016 [PRNewswire/](#) -- Meredith Corporation, (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) the leading media and marketing company serving 100 million American women and 72 percent of U.S. millennial women (26 million), today announced that the 2016 **MORE/SHAPE Women's Half-Marathon**, hosted by Meredith's *SHAPE* magazine in conjunction with the New York Road Runners (NYRR), will celebrate the 13<sup>th</sup> anniversary of the 13.1-mile race by honoring 13 notable female leaders across multiple industries with its first-ever **Women Run the World™ Relay & Mentorship Program**.

Experience the interactive Multimedia News Release here:

<http://www.multivu.com/players/English/7788251-shape-womens-half-marathon/>

The race, which will be held on Sunday, April 17, in New York's Central Park, is one of the largest women's-only half-marathons in the country, and draws 10,000 female runners and walkers of all ages, from around the world, each year.

The honorees include:

- **Sara Bareilles**, singer, songwriter and composer of the new Broadway musical *Waitress*
- **Lisa Borders**, President of the WNBA
- **Danielle Brooks**, actress and star of *Orange is the New Black* and *The Color Purple* on Broadway
- **Jaelyn Emerick**, Fitness Director of *SHAPE* magazine
- **Holly Frew**, Emergency Communications Manager for CARE
- **Elizabeth Gore**, Entrepreneur-in-Residence at Dell
- **Lori Griffith**, Vice President of Special Events and Public Relations for Bloomingdale's
- **Stephanie Laing**, Emmy award-winning writer and director, and co-founder of PYPO, a new digital platform supporting female voices in comedy
- **Padma Lakshmi**, Host of Bravo's *Top Chef*, author of the new memoir *Love, Loss, and What We Ate*, and co-founder of The Endometriosis Foundation of America
- **Kim Martin**, Chief Strategy Officer of Meredith Corporation
- **Jennifer Storms**, Chief Marketing Officer of NBC Sports Group
- **Zoe Timms**, Executive Director of the nonprofit Women's Education Project
- **Ronnie Tucker**, Vice President of Marketing and Digital for New York Road Runners

"This race is all about celebrating female strength and camaraderie," says Elizabeth Goodman Artis, Editor-in-Chief of *SHAPE* magazine. "We're excited to take that message and our Women Run the World™ theme even further by recognizing these 13 incredible women who are making a difference in their industries and communities every day."

In addition to honoring these 13 notable women and showcasing the significant role that women play as leaders and influencers, the Women Run the World™ Relay & Mentorship Program will also highlight the importance of supporting, inspiring and empowering the next generation of women.

Honorees will be paired with a mentee from the NYRR **Run for the Future** program, which trains New York City high school girls to run their first 5k race, build and strengthen self-confidence, and earn money towards college. Each pair will run or walk a one-mile leg of the course as part of the relay team. In addition, the honorees will invite their mentees to spend a day with them at the office or participate in a Skype conversation.

"It's very special to highlight our Run for the Future program at the MORE/SHAPE Women's Half-Marathon this year," says Ronnie Tucker, Vice President of Marketing and Digital for New York Road Runners. "At NYRR, we want to help young girls develop a passion for running and build confidence, and the Women Run the World™ Relay & Mentorship Program is the perfect platform to do so."

On race day, supporters and spectators are invited to cheer on runners along the course in Central Park, and visit the Race Day Festival at Naumburg Bandshell to enjoy live music, free samples, giveaways, fun activities and more. There will also be an awards ceremony following the race to celebrate the runners and Women Run the World™ honorees.

NBC's *TODAY* and NBC Olympics serve as the Media Partners of the MORE/SHAPE Women's Half-Marathon. Race sponsors include Danskin Now, Lane Bryant, Maui Jim and Natalie's Orchid Island Juice Co. CARE, a leading humanitarian organization that empowers women and girls around the globe, serves as the Charity Partner. Bloomingdale's serves as the Retail Partner, and will be hosting a sold-out **Yoga for Runners** class the day before the race, on April 16, with proceeds benefitting the NYRR Run for the Future program.

For event updates, inspiration, expert training tips and more, join the conversation on social media through the hashtag **#WomenRunTheWorld**, and by following:

**MORE/SHAPE Half on Facebook: [facebook.com/moreshapehalf](https://www.facebook.com/moreshapehalf)**

**MORE/SHAPE Half on Twitter: [@moreshapehalf](https://twitter.com/moreshapehalf)**

**MORE/SHAPE Half on Instagram: [@moreshapehalf](https://www.instagram.com/moreshapehalf)**

To register for the 2016 MORE/SHAPE Women's Half-Marathon, visit <http://www.nyrr.org/races-and-events/2016/moreshape-womens-half-marathon>. For race details and additional information, please visit <http://moreshapehalf.com/>.

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print and digital – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches 100 million unduplicated women every month, including 73 percent of American millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as *Better Homes and Gardens*, *Allrecipes*, *Parents* and *SHAPE*. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leader at developing and delivering custom content and customer relationship marketing programs for many of the world's top brands, including Kraft, Lowe's and NBC Universal.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 650 hours of local news and entertainment content each week, and operate leading local digital destinations.

### **ABOUT SHAPE**

Launched in 1981, *SHAPE* helps women achieve the best versions of themselves while understanding that healthy living is more than an endgame—it's a source of personal joy and lasting reward. *SHAPE* magazine is published 10 times a year with a rate base of 2.5 million and an audience of 27 million, reaching women across all platforms, including the 8.5 million users on [Shape.com](http://Shape.com) and [Fitnessmagazine.com](http://Fitnessmagazine.com), and through award-winning consumer events and

innovative brand extensions. Visit us online at: <http://www.shape.com/> | Facebook: <https://www.facebook.com/SHAPEmagazine> | Twitter: [@Shape\\_Magazine](https://twitter.com/Shape_Magazine) | Instagram: [@Shape\\_Magazine](https://www.instagram.com/Shape_Magazine).

**ABOUT NEW YORK ROAD RUNNERS (NYRR)**

Founded in 1958, New York Road Runners has grown from a local running club to the world's premier community running organization, whose mission is to help and inspire people through running. NYRR's commitment to New York City's five boroughs features races, community events, youth running initiatives, school programs, and training resources that provide hundreds of thousands of people each year, from children to seniors, with the motivation, know-how, and opportunity to *Run for Life*. NYRR's premier event, and the largest marathon in the world, is the TCS New York City Marathon. Held annually on the first Sunday in November, the race features 50,000 runners, from the world's top professional athletes to a vast range of competitive, recreational, and charity runners. To learn more, visit [www.nyrr.org](http://www.nyrr.org).





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