



## FOR IMMEDIATE RELEASE

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### ALBERTINA KERR PARTNERS WITH NIKE FOR THE 20<sup>th</sup> ANNUAL RIP CITY RACE FOR THE ROSES 1K KID & FAMILY RACE

*The Rip City Race for the Roses 1K event encourages kids and families to run together and find their passion for sport and play through this new 1K event at the Race for the Roses*

**PORTLAND, Ore. (March 13, 2018)** – Albertina Kerr is proud to announce that **Nike** will sponsor the first-annual Kid & Family 1K race at the 20<sup>th</sup> Annual **Rip City Race for the Roses**, in partnership with the **Rose Quarter** and benefiting **Albertina Kerr**. The race is scheduled for April 29, 2018 and includes a half-marathon, 10K, 5K and the new 1K kid-family run, all beginning at the Rose Quarter.

“We’re proud to partner with Albertina Kerr and the Portland Trail Blazers to bring the Kid and Family 1K to the Rip City Race for the Roses,” said **Jorge Casimiro**, Vice President of Nike Global Community Impact. “Kids are Made to Play and we’re committed to providing them fun ways to get moving. We hope kids and their families will enjoy this experience, right here in our Portland backyard, and continue to find ways to play and celebrate being active together.”

“We are so pleased to have Nike support the Rip City Race for the Roses in such a meaningful way,” said **Jeff Carr**, CEO of Albertina Kerr. “The addition of Nike to the community-based support of the Rose Quarter emphasizes the commitment we all have to the health and wellness of the youth in our community.”

“We are excited to partner with Nike on the Rip City Race for the Roses benefiting Albertina Kerr,” said **Christa Stout**, Vice President, Corporate Social Responsibility for the Portland Trail Blazers and Rose Quarter. “This event reflects our passion for sport and physical activity, as well as commitment to youth and families in our community.”

Online registration for runners and walkers is open at [www.RipCityRaceForTheRoses.org](http://www.RipCityRaceForTheRoses.org). Each participant will receive an official race T-shirt and medal for finishing the race.

### **About Albertina Kerr**

For over 110 years, Albertina Kerr has strengthened Oregon families and communities. Albertina Kerr empowers people with intellectual and developmental disabilities, mental health challenges and other social barriers to lead self-determined lives and reach their full potential. For more information about Albertina Kerr, visit [www.albertinakerr.org](http://www.albertinakerr.org) or follow us on Twitter @Albertina\_Kerr or @RipCityRace.

### **About Nike Community Impact**

Nike believes in the power of sport to unleash human potential and build community. We fuel this belief through Made to Play, our commitment to getting kids moving through play and sport so that they can lead healthier, happier and more successful lives. Together with community partners and our employees around the world, we're designing innovative solutions to get more than 14 million kids playing, running and jumping their way to a brighter future. Find out more about Nike's commitment to getting kids moving and providing opportunities for equal playing fields for all at [communityimpact.nike.com](http://communityimpact.nike.com).

### **About the Rose Quarter**

Established in 1995, the Rose Quarter is a 30-acre sports and entertainment district located on the east bank of the Willamette River in Portland, Oregon. The region is highlighted by two multi-purpose arenas, the 19,393-seat Moda Center and 12,888-seat Veterans Memorial Coliseum. Together, the venues serve as homes to the NBA's Portland Trail Blazers, NHL's Portland Winterhawks and a wide variety of concerts, family shows and other events. Founded in 1970 and purchased by Paul G. Allen in 1988, the Trail Blazers are the foremost resident of the Moda Center after winning the 1977 NBA Championship at Veterans Memorial Coliseum. Widely known for its innovative approaches to sustainability and environmental practices, the Moda Center earned LEED Gold Recertification in 2015 after becoming the first existing professional sports venue in the world to receive LEED Gold status in 2010. The Rose Quarter also includes a large commons area, annex office building, four parking garages, signature restaurant and bar Dr. Jack's, and easy access to the city's robust public transportation system. For more information and a list of upcoming events, visit [rosequarter.com](http://rosequarter.com).

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