

FOR IMMEDIATE RELEASE

March 6, 2013

Contact: Juan Melli
(201) 923-9583 or jmelli@hobokennj.org

CITY OF HOBOKEN TO HOST HOBOKEN RESILIENCE RUN 5K TO SUPPORT SANDY RECOVERY EFFORTS

Event will benefit Rebuild Hoboken Relief Fund, New Jersey Relief Fund, and the town of Port Maria, Jamaica

The City of Hoboken is proud to announce the Hoboken Resilience Run, a 5K and Fun Run for post Hurricane Sandy recovery. The run, which will take place on Saturday, April 6, 2013, is being organized in support of a global UN initiative - the "Making Cities Resilient" campaign, led by the UN Office for Disaster Risk Reduction (UNISDR).

In late October 2012, Hurricane Sandy devastated parts of the Caribbean, Mid-Atlantic and Northeastern United States. Countries in each of these sub-regions have suffered the loss of lives and livelihoods, and sustained damages from which they are still struggling to recover. Throughout this region, and in almost all societies, sport plays an important role in bringing people together. Now, in the aftermath of Hurricane Sandy, the City of Hoboken is hosting this event to raise public awareness about disaster risk reduction and to raise funds for the recovery of Sandy affected cities.

In demonstration of their solidarity, the City of Hoboken will donate a portion of Hoboken Resilience Run proceeds to the Rebuild Hoboken Relief Fund, the New Jersey Relief Fund, and the town of Port Maria in Jamaica, which was impacted by Hurricane Sandy.

Margareta Wahlström, Special Representative of the UN Secretary-General for Disaster Risk Reduction, will be present for the event.

Date: Saturday, April 6th, 2013
Location: Pier A, 1st Street and Sinatra Drive, Hoboken, NJ
Registration: Register online: www.hobokennj.org/5k. Race day registration will be available at 8:30am; Early package pick-up for pre-registered runners will be announced.
5K Race Start: 10:00am
Fun Run Start: 11:15am
Community Fair: 8:30am-1:00pm

Come share experiences and lessons learned by Sandy affected communities, meet local heroes, and help make a difference in the lives of others!

RUN for RECOVERY, RESILIENCE and SOLIDARITY!