



# 2020 YOUTH IMPACT REPORT



# YOUTH EVENTS & PROGRAMS

In 1964 Atlanta Track Club was founded and its first event was an awards banquet to honor high school cross country and track and field athletes. Over the next 56 years, youth events and programming have been a central focus of the Club's work and it is at the heart of its mission. Atlanta Track Club develops the foundation for future runners and walkers of all abilities by creating fun, meaningful experiences and providing resources to encourage participation and expose all to competitive opportunities. Inspiring youth to move is the beginning of a more active and healthy Atlanta community. The following provides a summary of Atlanta Track Club's work with young people in 2019 and 2020.



The past two years have demonstrated Kilometer Kids's coaches continued commitment to the mission of the program and Atlanta Track Club. The free, game-based running program, designed for kids ages 5-14, provides thousands of children each year in Atlanta and the surrounding region with access to physical activity opportunities over the course of an 11-week season in both the spring and fall. The majority of Kilometer Kids programs are associated with specific schools and community organizations, where participants are able to join a team led by a volunteer coach from their own community and participate in multiple weekly running practices. The program is funded by Atlanta Track Club, private donations, grants and community partners. Additionally, Kilometer Kids is an official charity of the AJC Peachtree Road Race.

**Kilometer Kids 2019-2020 total:**

**4,847**

Total Program Participants

**87**

Schools / Sites

## 2019-2020 PROGRAM HIGHLIGHTS

The past two years have demonstrated Kilometer Kids's coaches continued commitment to Atlanta Track Club. Legacy programs constituted the majority of participants while Kilometer Kids saw growth in the suburbs and even had participants from outside the state of Georgia for the first time. COVID-related challenges forced adaptations since the overwhelming majority of Kilometer Kids programs are site-based. The Club responded with innovation in youth running programming allowing for virtual and at-home versions during the pandemic.



# YOUTH TEAM

Founded in 2017, the Youth Team represents the competitive arm of the Club's youth running program. The past two years have seen incredible growth in both the number of participants and the geographic reach of the cross country and track and field programs despite the impact of COVID-19. While the teams have included 36 state, 12 regional and 7 national championship competitors during the previous two years, the teams are open to athletes of all abilities.

*Youth Team 2019-2020 total:*

 **Total Boys: 100**  
 **Total Girls: 79**

# YOUTH RUNNING CALENDAR

Youth race registrations are growing as word of the Youth Running Calendar continues to spread throughout Atlanta and Kilometer Kids teams attend more Atlanta Track Club events. Streamlining registration, maintaining transportation assistance, hosting events in membership-dense locations, and increasing marketing efforts will help continue the upward trend in registrants.

*2019-2020 totals:*

**Free Events: 19**      **Paid Events: 11**      **Total Registrants: 9,986**



Atlanta Track Club is entering into its third year of supporting Atlanta Public Schools' cross country and track and field programs through a number of initiatives designed to improve performance, generate excitement and build community among athletes and coaches. As we enter into 2021, Atlanta Track Club is excited to expand the partnership from the high school level to also include the district's middle school teams.

## 2019-2020 PROGRAM HIGHLIGHTS

Despite the COVID-19 related cancellation of APS's 2020 track and field season and the accompanying challenges of the 2020 cross country season, over two years Atlanta Track Club provided a number of professional development opportunities exclusive to the district's coaches including 23 training guides and 17 coaches clinics. The Club has co-hosted multiple events with APS including one of the most competitive Cross Country City Championships in recent history. Atlanta Track Club donated over \$30,000 of essential training equipment to APS teams to ensure each team has the tools necessary to reach their full potential for years to come.

### *High School Cross Country and Track & Field 2019-2020 total*

<i>Teams</i>	<i>Student-Athletes</i>	<i>APS Events Hosted</i>	<i>Donations:</i> <b>\$30,000+</b>
<b>52</b>	<b>2,620</b>	<b>6</b>	
<i>APS Coaches Clinics</i>	<i>Training Guides Distributed</i>	<i>Elite &amp; College Athlete Visits</i>	
<b>13</b>	<b>21</b>	<b>21</b>	



Created in 2015, the Wingfoot XC Classic has seen over 600 teams compete in its history, growing to be the largest meet in the southeast. The event includes more than a dozen races that provide opportunities to all athletes including youth, varsity, junior varsity, collegiate and community participants.



## CROSS COUNTRY CAMP

The week-long Atlanta Track Club Cross Country Camp focuses on building a community of runners who want to learn more about the sport from our counselors, staff and each other. Camp includes long runs, hands on training, clinics, guest speakers and games. Camp is a place where everyone has the opportunity to step out of their comfort zone and learn something new. As a result of COVID, camp was not held in 2020.

*2019 Participants:*

**32**

*Middle School  
Student-Athletes*

**81**

*High School  
Student-Athletes*





POWERADE  
**ALL-METRO**  
TRACK & FIELD

POWERADE  
**ALL-METRO**  
CROSS COUNTRY

## AWARDS BANQUETS

The 56-year-old Powerade All-Metro Award Banquets honor the top track and field and cross country athletes from the Metro Atlanta area. This event brings the spotlight to high school track and field and cross country.

*2019-2020 Participants:*



136

*Student-Athletes Honored*

6

*Coaches Honored*

\$15,000+

*Scholarship Dollars*

# COVID-19 MODIFICATIONS

2020 presented unprecedented challenges to executing Atlanta Track Club's youth events and programs. In many cases, partners or the Club were forced to cancel or reimagine events and programs. Atlanta Track Club worked quickly to modify existing or create entirely new events and programs to continue its mission by serving the Atlanta community and supporting youth health and wellness during this extraordinary time.

## ***Modifications and new initiatives included:***

- Online resources such as training calendars and movement-based games for kids and families through a summer newsletter series and our website, "The Distance," reaching over 2,000 families every week
- In collaboration with the YMCA of Metro Atlanta, a Family Room-to-5k Challenge that condensed the Kilometer Kids curriculum into a 4-week training program that engaged more than 200 youth and their families
- For the Fall 2020 season, an adapted Kilometer Kids program with virtual, at-home programming activating almost 500 participants through a weekly newsletter and educational video series called "The Starting Line"
- In October 2020, an adapted Wingfoot XC Classic executed in a COVID-safe team time trial format allowing cross country teams to compete in-person while maintaining a safe social distance from athletes outside of their school team bubble
- Hosted a virtual banquet to honor the Powerade All-Metro Cross Country Team
- Throughout the fall, a series of four virtual youth events with more than 10 competitions, allowing 1,099 participants to compete virtually through our Fall Youth Running Challenge and Peachtree Junior



## **2020 U.S. OLYMPIC TEAM TRIALS - MARATHON**

Engaging young people and inspiring the next generation of athletes were important objectives of Atlanta Track Club in hosting the U.S. Olympic Team Trials - Marathon.

### ***Competitive events highlighted the weekend including:***

- High school 4x1 Mile relay using both the Trials course and finish line
- Two unique Pro-Am competitions in the high jump and shot put pairing top local talent with world class professional athletes including an Olympic gold medalist
- Indoor competition held at the Georgia World Congress Center featuring Atlanta Public Schools' athletes in an effort to crown the fastest kid in the city
- Atlanta Relays track and field invitational, the most competitive meet of the 2020 season

### ***Non-competitive events were also of importance including:***

- Close to 1500 high school athletes from local track and field teams and nearly 500 youth track and field club members volunteering as course support or cheering in designated youth zones
- Atlanta Track Club donated close to \$30,000 in grants for equipment purchases and operating expenses in an effort to support those teams and clubs involved in the weekend