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Girls on the Run gets sponsorships

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[Girls on the Run International](#) has received national sponsorship from [New Balance Athletic Shoe Inc.](#) and [Kellogg Co.](#)

Girls on the Run, based in Charlotte, encourages preteen girls to develop self-respect and healthy lifestyles through running.

The program reaches more than 40,000 girls a year.

New Balance, title sponsor of the organization since 1999, has extended its sponsorship through 2007.

The Boston-based company provides funding and race products on national and local levels.

"New Balance has worked closely with us from the very beginning, stepping forward at a time when only a handful of people had even heard of Girls on the Run," says Girls on the Run founder Molly Barker.

This year, New Balance is offering a new Girls on the Run athletic apparel line and will donate a portion of proceeds to the organization.

Michigan-based Kellogg will sponsor the organization's after-school programs, which include running games and workouts.

Financial terms weren't disclosed.

"We want to help girls build their self-confidence, eat right, stay fit and, at the same time, have fun," says Jenny Enochson, senior director of marketing communications for Kellogg. "This partnership does all of that."

Barker, who was named Charlotte Woman of the Year in 2004, says the Girls on the Run message will reach tens of thousands of additional girls thanks to the sponsorship of the two corporations.

There are more than 100 Girls on the Run councils that operate 12-week character-building programs in North America.

New Balance manufactures footwear and athletic apparel. The company reported worldwide sales of \$1.5 billion last year and has more than 2,600 employees.

Kellogg (NYSE:K) is the world's leading producer of cereal, posting sales of nearly \$10 billion last year. Its products are manufactured in 17 countries.

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