

October 10, 2015



Track & field Olympic gold medalist DeeDee Trotter Launches new nonprofit “Running 4 The People” in hometown Atlanta, GA

Who We Are & What We Do

Three-time Olympian and Olympic Champion DeeDee Trotter, is the founder of a new nonprofit organization entitled Running 4 The People. This organizations main goal is to use running as a gift to encourage, inspire, motivate, and uplift while also providing assistance to people in need.

The Launch

Running 4 The People will be hosting its very first benefit this Fall in DeeDee’s hometown of Atlanta Georgia, entitled the “*Gifted Locks Relay & Cancer Benefit*”. This event will be running in honor of women fighting the battle against cancer. This benefit is a unique track and field style 4x100m relay that will gift 50 deserving cancer recipients with a custom fit hair piece created by Gajarah Virgin Hair Boutique. This amazing event will be filled with support, love, motivation, and encouragement as each recipient will be able to select four people to be on their support team. Each member of the support team will run, jog or walk 100 meters passing the baton around the track to complete a 4x100m relay in honor of their loved one. As each team crosses the finish-line, they will make one final baton pass to their honoree, who will then complete the final stretch of the relay, placing the golden baton on the Running 4 The People “Bobbie Faye Fighter Torch.

To conclude this empowering event, the “Fighter Torch” will be lit symbolizing unity, support, and optimism for a future that burns brightly ahead for our honored recipients.



*DeeDee & her Grandmother
Bobbie Faye Holden, breast cancer survivor*



Gajarah Hair & Gifted Locks

Cancer treatments my have taken these women's hair, but it can not take away what truly makes them beautiful.” We at Gajarah Hair want to give the gift to create whatever look makes these 50 honored recipients feel good on the inside and the outside. It will be our great honor to partner with Running 4 The People on this extremely worthy cause, supplying each recipient with a 100% human hair, custom fit hair piece.

Registration

- Teams will arrive to the event venue staggered 10 teams to a 30 minute time slot. There will be a total of 5 time slots. (2.5 hours)
- Upon arrival teams will receive their Running 4 The People T-shirts and bib numbers. (Bibs read “Running For + Recipients name” and Recipients bibs read “First & Last Name”)
- Each recipient accompanied by their support team, will make their way over to a designated consultation vanity station. A qualified stylist will begin the hair fitting process followed by a fresh face makeover.
- Once the hair consultation and makeover has concluded, the teams will grace the Red Carpet for their team photo in front of the events signature step and repeat. (Photo will be emailed directly to the team members)
- Once registration is completed teams may then retreat to the 5 activity stations 1. Massage, 2. Relay Baton Decorating, 3. Group Dancing, 4. Unity Support Circle, 5. Snack & Relax Lounge, Where they can actively engage until the start of the opening ceremony.

Opening Ceremony



- The opening ceremony will begin with all 50 of our Gifted Locks honored recipients being individually introduced and celebrated through our spirit arch, composed of Running 4 The People event volunteers.
- Immediately following the introductions, will be a moment of silence in remembrance of loved ones lost to cancer and the singing of the National Anthem. As the National Anthem approaches its final notes, there will be the releasing of the white balloons. This is a tribute Running 4 The People Founder DeeDee Trotter has named after her Uncle, Dwayne Holden who past away from Leukemia in 2012.
- Participants will then be led by Olympic Champion DeeDee Trotter in a fun and light warm-up of stretching and in-place exercises that will get everyone ready for the relay. Team members are then escorted to their designated areas on the track.

4x100m Relay



- The 4x100m relay is one of the most exhilarating events of the Olympics and it is our goal to create a similar atmosphere of excitement for our 50 recipients.
- The relay consist of 4 team members designated to equally split one lap around a 400m track broken into 100 meters per person. The first person of each team starts out carrying a relay baton and must pass the baton from team member to team member until the baton makes it entirely around the track.
- The Running 4 The People 4x100m relay will be broken down into 7 race sections and is encouraged to be a show of support for our honored recipients, and not necessarily competitive in nature. Participants can run, jog or walk the baton around the track in support of their loved one.

Closing Ceremony



- As the fourth runner crosses the finish line, the baton is then handed off one last time to the teams honoree. The honoree then carries the baton to the “Bobbie Faye Fighting Torch” and places it on its designated spoke. Once all 50 batons have been placed on the torch, this will begin the closing ceremony.
- The closing ceremony will feature an inspiring word from one of our honored Gifted Locks recipients, 33 year old Henrietta George. Since being diagnosed with breast cancer, Henrietta has displayed tremendous strength and has selflessly dedicated her time to shining her positive light on other cancer patients who are in need of encouragement.
- To conclude the event, Grammy Nominee and Christian music artist Jamie Grace will perform her hit single “Fighter”, as everyone joins hands creating a chain of over 250 people for the lighting of the “Bobbie Faye Fighting torch”.