

## **First Seoul Nike Women 15K Race Powers Women to Be #betterforit**

Nike's [#betterforit initiative](http://news.nike.com/news/nike-powers-women-to-be-betterforit) [http://news.nike.com/news/nike-powers-women-to-be-betterforit ] aims to inspire women all around the world to get active. As part of the Nike Women Race Series, the focus was on Seoul, Korea, where on May 23 more than 7,000 women gathered at the start line at Peace Square in Sangam World Cup Park to fuel their passion for running.

Actress Choi Yeo-Jin flagged off the race at 9:30 a.m. and the thousands of women took to the course, which included 10K and 15K distances that weaved through Sky Park and near Han River.

"The energy from the field of female runners was inspirational. We were a community of women helping one another achieve our personal bests," said Hanna Son, N+TC Master Trainer, who was on hand to elevate the runners' energy with an electric N+TC Live session immediately following the race.

The event featured two firsts for the Nike Women Race in Seoul: a morning start time and two race distance options, both of which created a more competitive running experience. Women enthusiastically signed up to take part, as registrations for the race sold out in just 12 minutes. On the day of the event, the early start time didn't stop female runners from participating in the pre-race events, which included henna tattoos, face painting and hair styling.

This race is the latest step toward Nike's long-standing commitment to help women achieve their personal goals. During the training journey, Nike created different running and training challenges to keep runners engaged. More than 3,500 women in Seoul logged more than 158,000 kilometers through run clubs and clocked in more than 123,182 hours of N+TC live training in the three months leading up to race day.

The 15K winner, Kyung-Hee Lim with a personal best of 56:25, says, "N+TC sessions leading up to race day helped me run my personal best today. The training made me #betterforit and every participant cheered for the other women to finish."

Athletes also found support through Nike's digital community of nearly 70 million women. The Nike+ ecosystem, which includes the Nike+ Running App and N+TC app, provides customized running and training programs to help women reach their goals.

### **#Betterforit Journey Continues**

The weekend race didn't end the #betterforit journey for Seoul runners. In particular, two lucky runners were selected to participate in Nike Women's Race in Moscow on June 21.

The Nike Women Race Series help drive the women's sport movement to grow and evolve, both as women bond with one another and as Nike expands the sport and fitness lifestyle in new places. Connecting to a global community of female athletes, #betterforit stands out as Nike's largest initiative to support and motivate women's athletic journeys. To learn more, visit [nike.com/women](http://nike.com/women).

If you're brave enough to try, you're strong enough to finish.

#betterforit