

Keep Running with the Marathon Kids at Home App

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Ready, set, go! Beginning today, kids and parents in the United States can embrace their love of running together with the launch of the Marathon Kids [<http://news.nike.com/news/kids-run-the-world-nike-partners-with-marathon-kids>] app.

A simple iTunes download on any iOS device gives families insider access into Marathon Kids at Home, the latest in Nike's partnership with the organization. So far, the school and community organization-based Marathon Kids program has helped inspire thousands of kids in nearly every state across the country fall in love with running while improving their overall health and wellbeing.

Parents, teachers, communities and kids alike have embraced the positive, simple, goal-driven program, in which kids set fun, achievable physical activity targets with the aim of running 104.8 miles—the equivalent of four marathons. With the launch of the mobile application, Marathon Kids is also giving parents the flexibility to set a custom season duration between three and nine months. Parents can simply set a start date and end date for their season. Along the way kids stay excited and engaged, earning special Nike rewards with each marathon milestone as they discover their athletic capabilities and the joy of running.

Right now, kids around the country are rounding out the school year by accomplishing and celebrating their Marathon Kids milestones. On April 9, for example, Nike and Marathon Kids hosted the LA Marathon Kids Miler at Miguel Contreras High School in Los Angeles, where over 2,000 kids from all over the city ran to celebrate reaching their running goals.

Thanks to Marathon Kids at Home and the Marathon Kids app, the fun (and the run) doesn't have to stop there.

"We want kids and their families to be able to take home all the benefits we've seen families experience in the Marathon Kids program, from better physical fitness and overall health to supportive camaraderie within their classes and communities," says Caitlin Morris, Nike's Senior Director of Community Impact in North America.

"With the launch of the Marathon Kids app and its easy sync to Nike+ Running, we're one step closer to our goal of igniting a passion for physical activity among half a million kids by 2017 by fueling the Marathon Kids At Home experience."

Highlights of the Marathon Kids app:

- Parents can create their family's 'club,' adding the names of everyone in their family who will be running.
- The Marathon Kids app seamlessly integrates with Nike+ Running on the Nike+ app, allowing parents to sync their runs for automatic upload or log each as they go. Parents can also give a shout-out to their Marathon Kids At Home family club by sharing their Nike+ Run using #marathonkids.
- The app's Progress page allows parents to log and keep track of each participant's journey toward achieving marathon milestones, as well as import runs from the Nike+ app.
- The Marathon Kids app also has a customizable Rewards page where parents can enter the shirt size of each participant—with sizing guidance and access to the shirt sizing chart—so that the whole family can enjoy their special Nike milestone incentives.
- A simple graphic accessible from the Home page shows how close a team is to reaching their overall Marathon Kids goal. The screen also shows each participant's total distance and the date of their last run, so parents can chart the progress of their family's physical activity journey.