



MEDIA KIT

About Run the Red

Run the Red is Wyoming's premier ultra-, full-, and half-marathon race dedicated to conserving the vast, rugged, and historical landscape of the Red Desert. Originally conceived in 2013, Run the Red has become an annual celebration of Wyoming's Red Desert - bringing runners, Wyomingites, advocacy groups and public officials together to celebrate this unique landscape and talk about the future of the Red Desert. This year the race will take place on the newly established Wyoming Public Lands Day and will be hosted by the Wyoming Wilderness Association and NOLS.

Photos for Media

https://drive.google.com/drive/folders/1FpsCLyaXLLbyJigUL5uLafspQr_uFQ13?usp=sharing

Videos for Media

https://drive.google.com/drive/folders/1D8LeF46IfNE_fohBVqs37aBOXIKKlaoR

About the Red Desert

The 600,000 acres of rugged and remote country in the Northern Red Desert south of the Wind River Range are home to a uniquely Wyoming landscape: one blanketed with sage, flecked with mud, rich with wildlife, and steeped in cultural and historical significance. With its abundance of natural resource, cultural, and recreational values, this region impacted numerous stakeholders across Wyoming.

Hosts

About Wyoming Wilderness Association

The Wyoming Wilderness Association (WWA) is a non-profit conservation group that began in 1979 as a group of local wilderness advocates who envisioned the passage of the Wyoming Wilderness Act. This small volunteer, grassroots group began educating, training, and organizing Wyoming citizens to secure the passage of the 1984 Wyoming Wilderness Act. WWA defends the wilderness characteristics of wild, roadless lands. We use advocacy, education, and outreach to ensure these public lands remain pristine and intact for every American citizen to enjoy now and into the future. WWA annually hosts dozens of outings to vulnerable public wildlands to enhance civic engagement. Thousands of participants have learned the value of wilderness through our expert-led day hikes, overnight wilderness pack trips, inventory projects, and stewardship projects.

About NOLS

Established in 1965, NOLS is the leader in wilderness education. What began in a small cabin in Wyoming's Wind River mountain range has evolved into a global, multifaceted non-profit school offering a proven leadership curriculum through expedition courses, wilderness medicine certifications, risk management training, and custom education solutions for organizations. Today, NOLS operates 16 campuses worldwide and provides classroom instruction in over 40 countries. The NOLS community includes over 800 active instructors who teach a variety of outdoor skills from mountaineering and sailing to wilderness medicine that empower students to step forward in their lives. To learn more about NOLS or to apply for a course, visit www.nols.edu or call 800.710.6657 to speak to an advisor.

Sponsors



Wyoming Outdoor Council



SIERRA CLUB
WYOMING CHAPTER



ROCKY MOUNTAIN BANK



Sample Social Media Posts

Facebook Posts:

The Wyoming Red Desert's premiere ultra race, @RunTheRed2019, is dedicated to conserving the vast, rugged, and historical landscape of the Red Desert. Runners will experience one of the last undeveloped high desert steppe ecosystems in the country while celebrating this remarkable landscape for Wyoming's heritage, wildlife, and recreational benefits.

Register at: <https://ultrasignup.com/register.aspx?did=67111>

For more info: runthereddesert.com

Run the Red to save Wyoming's Red Desert and outdoor traditions. Register @ <https://ultrasignup.com/register.aspx?did=67111>. Go to runthereddesert.com to learn more.

Whether you are a runner, a desert enthusiast or both, come celebrate Wyoming Public Lands day with @RunTheRed2019! There's no better opportunity to explore the historic and wild landscape of the Northern Red Desert and learn how you can protect it.

For more info: runthereddesert.com

Register at: <https://ultrasignup.com/register.aspx?did=67111>

Long and short distance runners are invited to Run the Red September 28th in South Pass City, Wyoming. 120k, 45k, and half marathon distances across an epic desert await you. [Register now!](#)

Instagram Posts*:

Location: South Pass City, Wyoming

Run the Red is on! Explore and protect the Northern Red Desert with @WyomingWilderness and @NOLS this #WyomingPublicLandsDay, September 28th.

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Check out runthereddesert.com for more information!

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#Wilderness #Wyoming #RunTheRed #Ultrarunning #Protect #Explore #Appreciate #FootRace
#UltraRunning #TrailRunning #Desert ETC. ETC.

Location: South Pass City, Wyoming

Explore Wyoming's Northern Red Desert in the incredible #RunTheRed trail race that will take you through the wild heart of this landscape. Distances include, Half-Marathon; 45K; 120K!

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Learn more at runthereddesert.com and register today!

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#UltraRunning #TrailRunning #Desert ETC. ETC.

Location: South Pass City, Wyoming

Have you heard about #RuntheRed? Explore Wyoming's Northern Red Desert as either a runner or volunteer! Join @WyomingWilderness and @NOLS in raising awareness around this threatened wild landscape.

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Check out runthereddesert.com to register!

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#Wilderness #Wyoming #RunTheRed #Ultrarunning #Protect #Explore #Appreciate #FootRace
#UltraRunning #TrailRunning #Desert ETC. ETC.

*Tag runners, runner media, conservation organizations and others who might be interested in spreading the word

For more information on Run the Red Media and Promotion,
please be in touch with WWA Organizer Shaleas Harrison.
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