



Getting Involved With CARA



CARA

CHICAGO AREA RUNNERS ASSOCIATION

"Our mission is to advocate for the running community, and to provide opportunities for runners to train, race, learn, be social, and volunteer"

About CARA

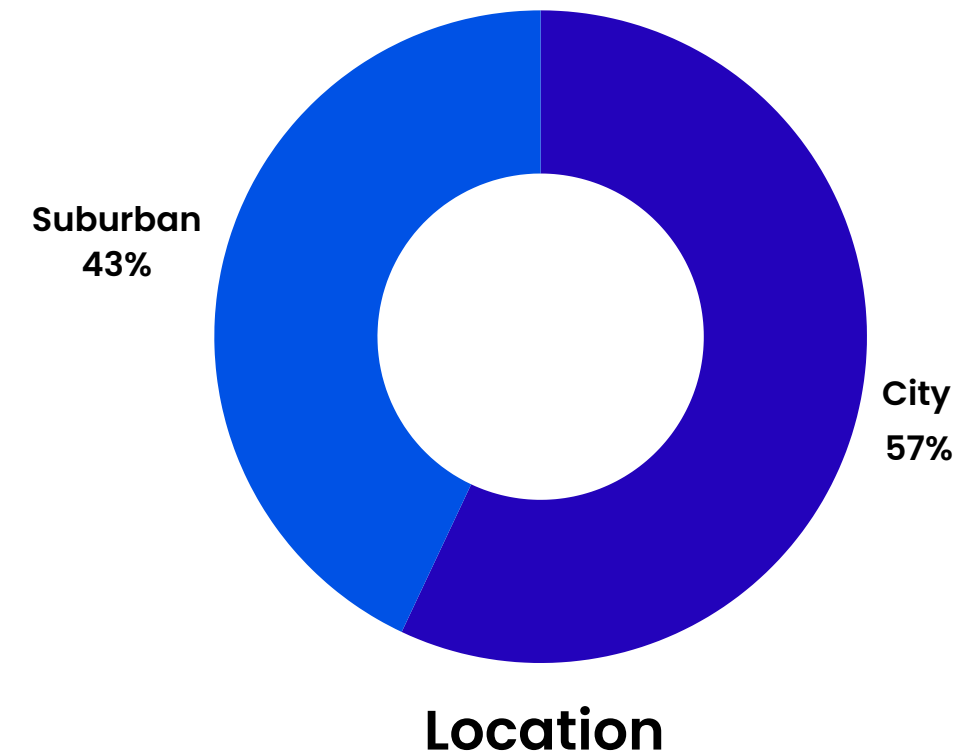
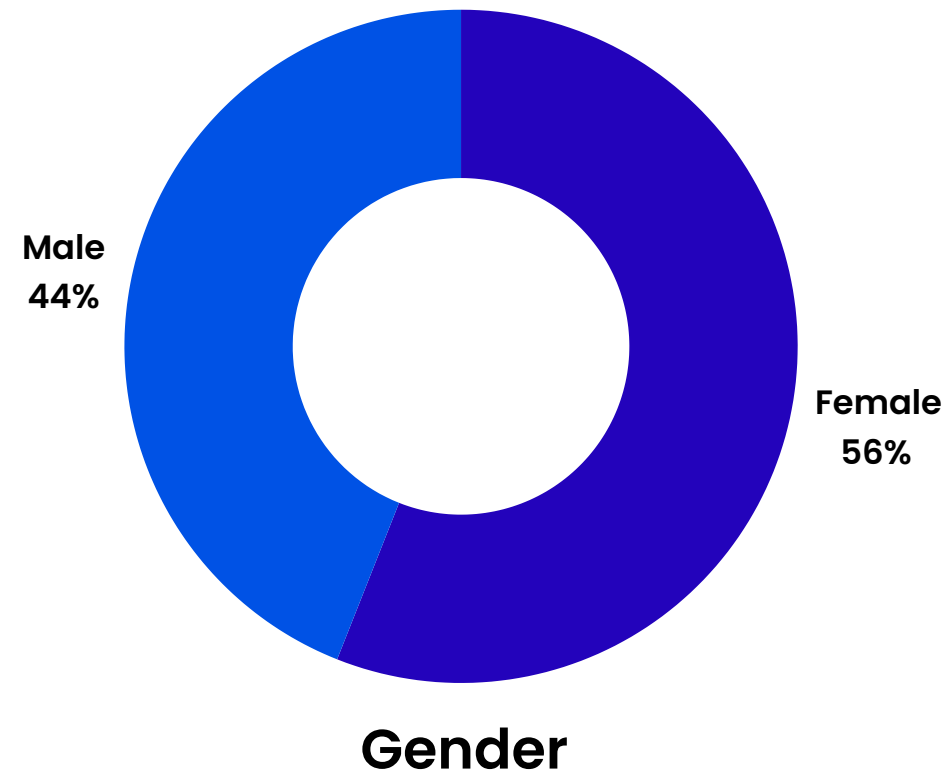
The Chicago Area Runners Association (CARA) is a 501(c)3 non-profit and the 3rd largest running organization in the country. CARA began as an advocate for runners in 1978 - championing running advocacy, education, and accessibility. This vision has since evolved into a movement that spans all of Chicagoland.

- **3,100 Active Members**
- **15,000 Annual Participants**
- **1,300 Program Dates Per Year**



Our Community

At CARA, we firmly believe that running is more than just running. It's about building friendships and camaraderie. It's a means to achieve better physical and mental health. Running promotes community and encourages volunteerism. We are constantly striving to build a community that promotes and encourages living an active lifestyle.



Facebook: 27,000 followers

Instagram: 8,600 followers

X (Twitter): 9,232 followers

Email: 49,000 contacts | 46% open rate

What Keeps Us Going

Every day at CARA, we celebrate our peak performance. Immersed in the world of running, it's impossible not to feel inspired. Whether we're orchestrating events, engaging with the community, or pounding the pavement ourselves, our goal remains consistent: to make a meaningful difference. As integral members of the Chicagoland running scene, we're dedicated to ensuring that every runner discovers the pure joy of the sport.

What a typical week at CARA looks like



Crossing Finish Lines



Training for PR's



Giving Back

Our Geographical Impact

Each year our programs have a significant geographical and calendar reach, spanning from downtown Chicago all the way out to the suburbs.

Events

City Locations Montrose Beach | Downtown | Jackson Park
Suburb Location Lemont

Training

City Locations Lincoln Park | Montrose Beach | Monroe Harbor
Suburb Locations Darien | Libertyville | Niles | Oak Forest | Schaumburg | Wheaton

'Go Run™

West Side Parks Humboldt | Columbus | Douglass | Garfield
South Side Parks Jackson | Marquette | Big Marsh | 63rd Street Beach | Calumet | Washington
North Side Parks Warren | Horner | River

Run Crews

West Side Crews Humboldt Park | West Loop | Austin
South Side Crews Marquette Park
North Side Crews Edgewater | Lakeview | Lake Shore Park | River Park

Key Events

CARA races and events provide runners all over Chicagoland an opportunity to chase their personal and competitive goals through road racing, trail races, and track events. CARA events benefit our mission to serve and advocate for the Chicagoland running community.



Toyota Miles Per Hour

In partnership with Toyota and the Chicago Auto Show - at Miles Per Hour, your finish line is what you make it. Run as far as you can in one hour on our all indoor course, that includes the famed Chicago Auto Show floor!



PUMA's Chi-Town Miles

PUMA's Chi-Town Miles - a unique one-mile style track meet that is making waves in the Chicago running community. This event is open to runners of all ages who are ready to leave everything on the track in pursuit of victory.

Lakefront 10 Miler & 5k

In 1978, the Chicago Area Runners Association first introduced the Lakefront 10 Miler & 5k as a way to kick-off the city's racing season. Since then, this event has become a favorite for runners of all ability levels. Today, decades later, the tradition continues to flourish as an annual springtime race.



Ready to Run 20 Miler

This 20-Mile training run acts has the final long run before the Chicago Marathon. Runners participating in CARA's Summer Marathon Training Program travel from all over to test their fitness before the big day.

Spring Trail Chase 10k

Every year, CARA organizes a thrilling trail race at the picturesque Forge-Lemont Quarries, located in the suburbs of Chicago. The Spring Trail Chase 10k allows participants to take a break from the road and explore the stunning trails that the Forge has to offer.



PUMA's Marathon VIP Experience

This exclusive event enhances our runners Chicago Marathon experience. With many benefits included; such as private gear-check, sponsor amenities, goodie-bags, and much more - PUMA's Marathon VIP Experience is where you want to be on marathon day.

Training Programs



CARA is the nation's largest provider of group training programs. Year-round programs consisting of 11 training sites across Chicagoland.



Spring Half



Winter Half



Boston Performance



Winter Full



Summer Full

CARA group training includes expert coaching, group leader led runs, hydration support, education, and all of the tools and resources runners need to succeed. CARA's "Power of the Group" mentality promotes the camaraderie and community runners need to make for an enjoyable training journey.

Our Community Outreach Programs

CARA's **free** community outreach programs offer programming in 19 different neighborhoods and have a combined 450 program dates per year.



'Go Run™

Our 'Go Run™ program is a series of timed 1-mile and 5K weekly events, running from March through November. This program tours Chicago's Parks (in association with the Chicago Park District), offering free, inclusive events all over the city! This program has been both nationally and locally recognized.

Run Crews



CARA Run Crews provide the opportunity for everyone to enjoy the support and camaraderie of Chicagoland's largest running club in their neighborhood. Run Crews are open to runners and walkers of all levels.

Chicago Racing Circuit, by CARA



Since 1979 the Chicago Racing Circuit, by CARA has been offering a competitive structure and recognition to Chicagoland runners and clubs. With a variety of race distances available, the circuit caters to both recreational and competitive runners alike. The circuit is CARA's most well-established program, and features some of the best races and historic running clubs year after year. Clubs include: Elmhurst Running Club, Oak Park Runners Club, and DWRRunning.

2024 Circuit Races



Programming By The Numbers

In 2024, our programs had a combined total of over **16,000 participants**.

Training

Month	Program	Participants
January - April	Winter Marathon Training Program	160
January - April	Boston Performance Training & Bus Transport	180
March - June	Spring Half Marathon Training Program	188
June - October	Summer Marathon Training Program	2,772
November - February	Winter Half Marathon Training	180

Events

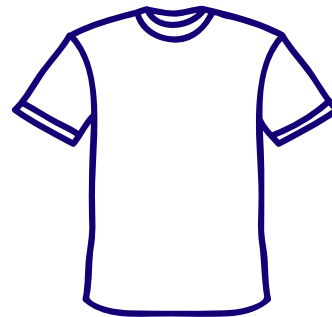
Date	Program	Participants
February 11, 2024	Toyota Miles Per Hour	649
April 7, 2024	Lakefront 10 Miler & 5K	1,557
May 19, 2024	Spring Trail Chase 10K	402
July 27, 2024	PUMA's Chi-Town Miles	428
September 22, 2024	Ready to Run 20 Miler	2,543
October 13, 2024	PUMA's Marathon VIP Experience	1,500
March - November	'Go Run	6,077

Sponsoring CARA

Based on your level of commitment, your organization may be eligible for some or all of the following assets.



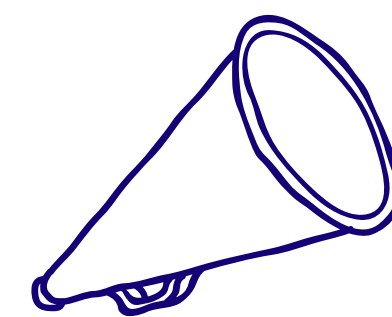
Recognition in Event E-Mail Newsletters



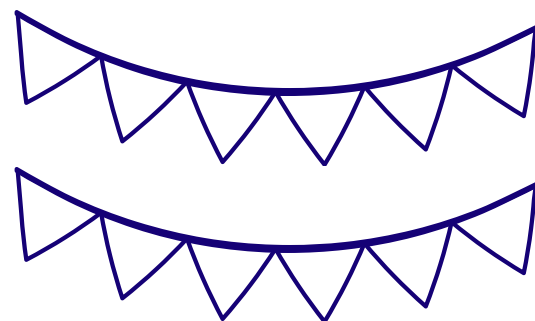
Logo on Event Participant Premiums



Recognition Content on Website



Recognition at Cheer Stations



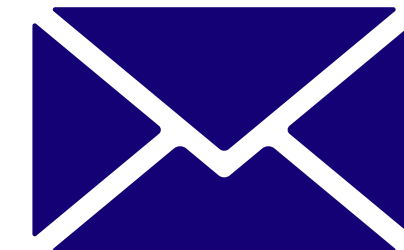
Recognition at main Event Areas



Recognition in Event Social Media Campaigns



Activation Space at Major Events



Brand Dedicated E-Mails to CARA Mailing List



Your Support

Empower Our Mission

Join Us in Promoting Health and Wellness in Chicago's Neighborhoods!

We invite your company or organization to support our mission of encouraging Chicago-area residents to stay active and healthy. By partnering with or sponsoring CARA, you'll be associated with a trusted nonprofit organization with a long history and strong relationships in Chicagoland.

Our work and the community we've cultivated are unparalleled. Don't take our word for it – come see for yourself!

Contact Us



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Chicago Area Runners Association



Thank You



CARA
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Founded 1978 – 501c3 Not-For-Profit Organization