



2024 YOUTH IMPACT REPORT

ATLANTA TRACK CLUB YOUTH EVENTS & PROGRAMS



More than 60 years after Atlanta Track Club hosted a high school awards banquet as its first event, young runners and walkers remain a focus of the Club's work. Exposing young people to the sport, encouraging participation, providing competitive opportunities and highlighting their achievements speaks directly to its mission to make Atlanta healthier through running and walking. With more than 23,000 young runners crossing our finish lines, wearing our singlets or participating in our programming this year, the future of Running City USA is more promising than ever. Here is a summary of Atlanta Track Club's efforts in 2024 to inspire the next generation of runners and walkers.





KILOMETER KIDS

Launched in 2007, Kilometer Kids is Atlanta Track Club's oldest and largest youth running program. The free, game-based curriculum is designed to teach kids in grades K-5 about goal setting, healthy habits, respect and community building. Over the course of the 10-week season, the goal for a Kilometer Kid is to run 26.2 miles – the equivalent of a marathon. Most Kilometer Kids programs are associated with specific schools and community organizations, where participants can join a team led by a volunteer coach from their own community. Some sites are run by Atlanta Track Club staff at locations throughout the city to increase accessibility. The program is funded by Atlanta Track Club, the Atlanta Track Club Foundation, private donations, grants and community partners. Additionally, Kilometer Kids is an official charity of the Atlanta Journal-Constitution Peachtree Road Race.

2024 PROGRAM HIGHLIGHTS

This past year saw significant growth in the Kilometer Kids program, with a 34% increase in locations and more than 65% of all participants attending Title I schools. The Club successfully launched a new Community Site, in Clarkston, to improve access to physical activity programming, and expanded efforts to engage families resulted in 70% of families reporting increased activity even for non-participants! The Club continued to connect its athletes and kids through Atlanta Track Club Elite members visiting 64 sites. The program is executed at the highest standards, with 85% of parents reporting that Kilometer Kids helped their children to form and maintain healthy habits related to physical activity, nutrition, hydration, rest and recovery.



Kilometer Kids Program Growth

2021	2022	2023	2024
1,538 <i>Total Participants</i>	3,956 <i>Total Participants</i>	4,661 <i>Total Participants</i>	6,043 <i>Total Participants</i>
52 <i>Total Sites</i>	85 <i>Total Sites</i>	111 <i>Total Sites</i>	149 <i>Total Sites</i>

140,000+

Kilometers Run in 2024



Coach Traci (Kilometer Kids coach for 7 seasons)

Charlotte (10, Rising 5th Grader)

*Arianna (8, Rising 3rd Grader,
Charlotte's little sister)*

Cara (Kilometer Kids Parent)





YOUTH TEAM

Founded in 2017, the Youth Team represents the competitive arm of the Club's youth running program. The teams continue to diversify and mature, particularly in the areas of off-season speed and conditioning training, Atlanta Track Club's "Speed Academy," and in the sprints and middle distances. The Youth Team welcomes athletes of all abilities and experience levels. While some in the program are just beginning their running journey, multiple individuals and teams competed in state, regional and national competitions. In 2024, the program had both a state and region champion team crowned.

YOUTH EVENT CALENDAR

With the addition of two new youth events in 2024 and the elimination of entry fees at three events, youth race registrations grew 43% over 2023 and nearly doubled 2022 participation as word of the Club's initiatives continues to spread throughout Atlanta. More events in diverse geographic areas, race day registration, increased Kilometer Kids participation, elite athlete attendance and other event enhancements, along with increased marketing efforts, will continue to strengthen the upward trend. Included in these numbers are premier events such as the Peachtree Junior, Publix Atlanta Kids Marathon and free events such as Midweek Mile & Dashes.



Youth Team Track & Field Totals:

526

Total Participants

110%

Growth Since 2021

2

2024 Team State and Regional Titles

9

Trained Youth Coaches

18

Free Events

4

Paid Events

7,530+

Total Registrations

“

The Youth Team ... helped me figure out which [events] I liked and [I am now] good at running. Now, I know what my main focus will be as I start my first track season with my high school team.

[Atlanta Track Club] has taught me good life lessons, like putting my best effort into everything, not only on the track. These life lessons are helpful in school and other extracurricular activities, too.

Isabella, 9th grade

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“

When Coach Mike isn't teaching me how to run, his passion and dedication for track and field has encouraged me to be more dedicated in anything that I do. Coach Mike celebrates every personal record that anyone gets no matter what place they got in a race. It doesn't matter if you finished last in a heat or had a bad race because none of that matters to Coach Mike... Overall, he has made me a more positive person and always looks for the good in everything. For that, I am forever grateful.

Zachary, 7th grades

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ATLANTA
PUBLIC
SCHOOLS

ATLANTA PUBLIC SCHOOLS PARTNERSHIP

Atlanta Track Club supports Atlanta Public Schools' cross country and track and field programs through initiatives designed to improve performance, generate excitement and build community among athletes and coaches. As we enter 2025, Atlanta Track Club is committed to expanding the partnership as more schools engage and more young people fall in love with the sport.

2024 PROGRAM HIGHLIGHTS

Atlanta Public Schools' 2024 high school track and field season continued to showcase its talented athletes, with many qualifying for the state championships. Their success inspired athletes in grades 6-8 to participate in the middle school state championship in record numbers. In cross country, the district featured multiple individual podium finishes and a team state title from Atlanta Classical Academy. This success at the state level built upon the excitement of the rapidly growing APS XC Series, which saw 10% growth with more than 2,100 finishers in the four meets hosted by Atlanta Track Club. Much of this growth has been at the middle school level, where Atlanta Track Club supported the development of new club programs. All coaches, at both the middle school and high school levels, received professional development support, equipment funds, training guides, mentoring and meet enhancements.

2024 High School Cross Country and Track & Field

88

**Teams
Supported**

4

**APS Events
Hosted**

21

**Training Guides
Distributed**

\$25,000+

Donations of Programs

“

Atlanta Track Club's commitment to supporting the Atlanta Public Schools District's track and field and cross country programs has created an environment where runners can thrive, develop their skills and pursue their passion for competing in the sports with greater confidence and knowledge. At D.M. Therrell High School, we have taken advantage of being able to attend Wingfoot Running Camp with scholarships granted by the Club. We have received new training equipment, support for meet entry fees, the opportunity to attend coaching clinics and to network with professional athletes and coaches affiliated with Atlanta Track Club. With all of these wonderful opportunities, we have been able to create a community around cross country and track and field teams at Therrell, and for that, I am extremely grateful.

Moses "KP" Kilpatrick - Head Coach, Therrell High School

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WINGFOOT XC CLASSIC

The Wingfoot XC Classic has seen nearly 1,200 teams and more than 38,000 student athletes compete since it was created in 2015, growing to become the largest meet in the southeast and one that offers an experience unlike any other in the country. The meet includes more than a dozen races for youth, varsity, junior varsity and freshman participants, with several conducted at night under the lights. It is regularly featured as the most competitive meet in the country for its weekend.

2024 Middle School Totals:

57

Teams

29% growth

1,825
**Student-Athlete
Participants**

28% growth

2024 High School Totals:

127

Teams

19% growth

4,522
**Student-Athlete
Participants**

16% growth



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WINGFOOT RUNNING CAMP

Wingfoot Running Camp focuses on building a community of runners who want to learn more about the sport from counselors, expert staff and each other. Camp includes training runs, hands-on instruction, clinics, guest speakers and recreation. It is also a place where everyone has the opportunity to step out of their comfort zone and learn something new. The Camp grew 37% in its third year in Huntsville, Alabama and sold out both weeks. Camp staff includes many of the best collegiate and high school coaches from the southeast, with more than 100 state titles among them.

342

Student Athletes

6

*Coaches Clinic
Participants*

20

*Average Years of Experience
of Staff Coaches*





AWARDS BANQUETS

The 60-year-old All-Metro Award Banquets represent the longest-running function of the Club. Honoring the top athletes from metro Atlanta, this event puts the spotlight on high school track and field and cross country like no other.

Each year, Atlanta Track Club Foundation and Atlanta Youth Running Foundation are pleased to collaborate on two \$10,000 college scholarship opportunities for high school cross country and/or track and field student-athletes that compete in the metro Atlanta area.

The Patty Foell scholarship is awarded to a female high school graduating senior cross country and/or track and field student-athlete. The scholarship is in honor of Patty Foell who was well-known among Atlanta runners as a member of the Atlanta Track Club's Competitive Team & frequent winner of local races.

The Hawthorne Wesley Scholarship is awarded to a male high school graduating senior cross country and/or track and field student-athlete. The scholarship is named after Hawthorne Wesley, one of the founding members of Atlanta Track Club, and honors his dedication to the sport for 50+ years.

2024 Recipients:

Sydney Nettles - Rutgers University
Teddy Meredith - Washington & Lee University

98
Student Athletes
Honored

\$20,000
Awarded in
Scholarships



HIGH SCHOOL PEACHTREE ELITE

First the first time in history, 40 of Georgia's fastest high school distance runners lined up next to the world's best at the 55th Running of the Atlanta Journal-Constitution Peachtree Road Race. Treated like professional runners, the student-athletes had the opportunity to dine with the invited athletes, be outfitted in professional kits, discuss the running industry with adidas executives and more.

