



2022 YOUTH IMPACT REPORT



YOUTH EVENTS & PROGRAMS

In 1964, when Atlanta Track Club was founded, its first event was an awards banquet to honor high school cross country and track and field athletes. Over the next 58 years, youth events and programming have been a central focus of the Club's work and are at the heart of its mission to make Atlanta healthier through running and walking. Atlanta Track Club develops the foundation for future runners and walkers of all abilities by creating fun, meaningful experiences and providing resources and programs to encourage participation and expose all to competitive opportunities. The following provides a summary of Atlanta Track Club's work to inspire young people to move in 2022.

YOUTH TEAM

Founded in 2017, the Youth Team represents the competitive arm of the Club's youth running program. The past few years have seen significant growth in both the number of participants and the geographic reach of the cross country and track and field programs as the team has expanded to multiple sites within the Atlanta metro area. While the program sends teams and individuals to state, regional and national competitions, the team is open to athletes of all abilities.

YOUTH EVENT CALENDAR

Youth race registrations grew 39% over 2021 as word of the Club's youth commitment spreads throughout Atlanta. Streamlining registration, allowing race day registration, featuring elite athletes, and increasing marketing efforts will help continue the upward trend in participation. Additionally, Atlanta Track Club has prioritized hosting events in both membership-dense locations and communities without previous interactions with the Club. Included in these are premier events such as the Microsoft Peachtree Junior, free events like Midweek Mile & Dashes, and other programs such as Track & Learn Day in Grove Park.

Free Events: 8

Paid Events: 5

Total Registrants: 4,323



Youth Team Track and Field total:

Total Boys: 101

Total Girls: 65

Youth Team Cross Country total:

Total Boys: 66

Total Girls: 40

Youth Team Speed Academy total:

Total Boys: 46

Total Girls: 21



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, all through exposing them to the sport of running. Over the course of the 10-week season, the goal for every Kilometer Kid is to run 13.1 or 26.2 miles depending on their program. The majority of Kilometer Kids programs are associated with specific schools and community organizations, where participants are able to 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. The program is funded by Atlanta Track Club, the Atlanta Track Club Foundation, private donations, community partners and grants. Additionally, Kilometer Kids is the official charity program of the Atlanta Journal-Constitution Peachtree Road Race.

2022 PROGRAM HIGHLIGHTS

This past year demonstrated Atlanta Track Club's continued commitment to its mission. New programs across the city constituted the majority of participants while returning programs represented a core of which to build on. New additions such as family engagement guidelines and a STEM enrichment packet have expanded the physical activity and social-emotional learning curriculum. Connecting elite athletes with program participants was a priority and this year, we had 68 site visits by Atlanta Track Club Olympic-level elite athletes, triple the number from 2021.



Kilometer Kids 2022 total:

3,956

Total Program Participants

85

Schools / Sites

40,334+

Miles Run



ATLANTA
PUBLIC
SCHOOLS

Atlanta Track Club supports Atlanta Public Schools' cross country and track and field programs through a number of initiatives designed to improve performance, drive participation, generate excitement and build community among athletes and coaches. As we enter 2023, Atlanta Track Club is excited to continue the expansion of the partnership as more high schools and middle schools begin to engage.

2022 PROGRAM HIGHLIGHTS

Atlanta Public School's 2022 track and field season was one of its most successful with more athletes qualifying for the state championships than any time in the recent past. Atlanta Track Club support increased throughout the district with equipment and support grants being distributed to more than half of the high schools within APS. The Club provided professional development opportunities exclusive to the district's coaches and continued an online Athlete Development Series hosted by premier coaches, professional athletes, and college coaches to support student-athletes. The Club hosted Atlanta Public School's Cross Country Series with record breaking participation and the annual City Championships saw nine top 10 all-time performances. The Club supported the addition of five middle schools to the series, three of which were new programs. The highlights of the season include a team state title for an APS school, an individual state runner-up, and three athletes selected for the Powerade All-Metro Team, a record for APS athletes.

High School Cross Country and Track & Field 2022 total

Teams

61

APS Events
Hosted

4

Student Athletes

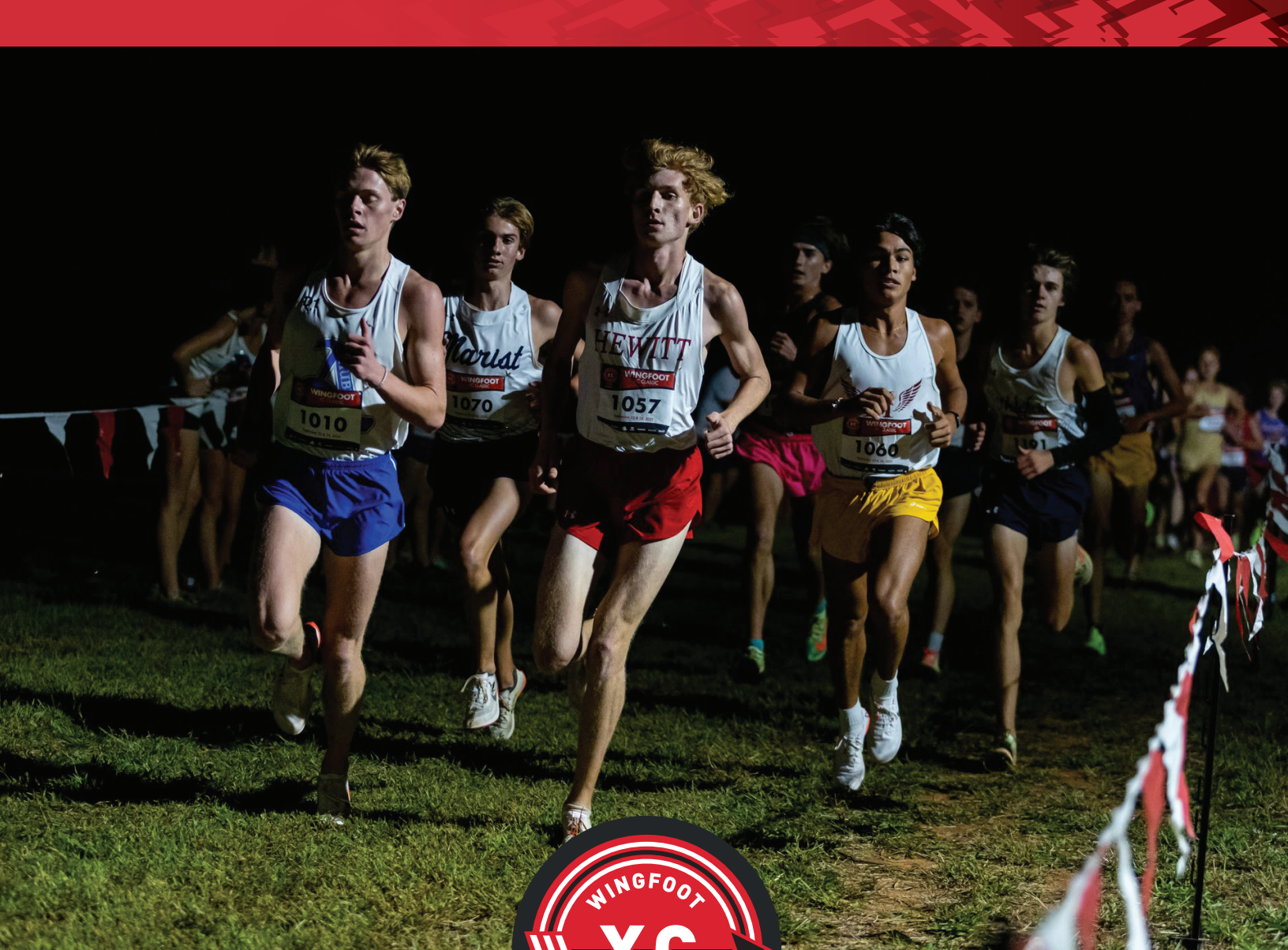
1,827

Training Guides
Distributed

21

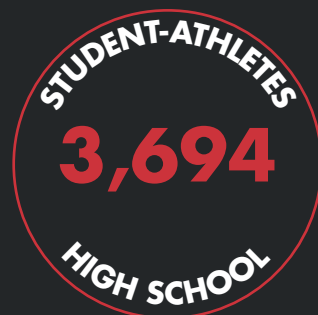
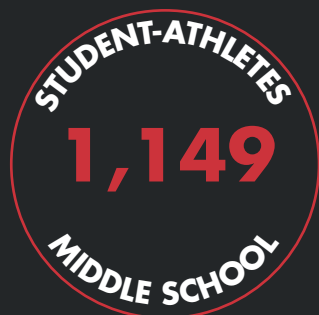
Donations:

\$25,000+



PRESENTED BY
Publix

Created in 2015, the Wingfoot XC Classic Presented by Publix has seen more than 800 teams and 26,000 student athletes compete in its history, growing to be the largest meet in the southeast. The meet features races that provide opportunities to all athletes including youth, varsity, and junior varsity participants.





WINGFOOT NIGHT OF CHAMPIONS

With eight classifications competing at the GHSA state championships, Georgia's true state champion has never been crowned before Atlanta Track Club's Wingfoot Night of Champions began in 2021. Inviting all state champions and other top performers for an all-star meet, the event highlighted Georgia's rich history of track and field excellence in a unique format, creating a new, exciting tradition for athletes, coaches and fans to look forward to all season

Participants

337

State Champions

111

Meet or State Records Broken

12





**POWERADE
ALL-METRO**
TRACK & FIELD

**POWERADE
ALL-METRO**
CROSS COUNTRY

AWARDS BANQUETS

The 58-year-old Powerade All-Metro Award Banquets represent the longest-running initiative of the Club. Honoring the top track and field and cross country athletes from the Metro Atlanta Area, this event brings the spotlight to high school track and field and cross country like none other.

2022 Participants:



96

Student-Athletes Honored

2

Coaches Honored

\$16,000+

Scholarship Dollars



Schools Attending

Miles Run

28

4,000+

Returning after a two year COVID-related hiatus with new leadership, the week-long Wingfoot Running Camp focuses on building a community of runners who want to learn more about the sport from counselors, staff and each other. Camp includes training runs, hands on training, clinics, guest speakers and games. Camp is a place where everyone has the opportunity to step out of their comfort zone and learn something new. Camp staff includes many of the best collegiate and high school coaches from throughout the Southeast.

