



**2023**  
**YOUTH IMPACT REPORT**



## ATLANTA TRACK CLUB YOUTH EVENTS & PROGRAMS

Almost 60 years after the newly founded Atlanta Track Club hosted a high school awards banquet as its first event, young people remain a focus of the Club's work speaking directly to 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 while also exposing everyone to competitive opportunities. With more than 19,000 young runners crossing our finish lines, wearing our singlets or participating in our programming this past year, the future of Running City USA is more promising than ever. Here is a summary of Atlanta Track Club's efforts in 2023 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 13.1 miles or 26.2 miles – the equivalent of a marathon. 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, grants and community partners. Additionally, Kilometer Kids is an official charity of the Atlanta Journal Constitution-Peachtree Road Race.

### 2023 PROGRAM HIGHLIGHTS

This past year saw significant growth in the Kilometer Kids program, with a 30% increase in locations and more than half of all participants attending Title I schools. The Club successfully launched two new Community Sites, at Grove Park and Cheney Stadium, to improve access to physical activity programming; expanded efforts to engage families; renewed its focus on elementary-aged participants; and added a new one-day-per-week curriculum for time-limited programs, all of which helped make 2023 a banner year for programmatic impact. The Club continued to connect its athletes and kids, with Atlanta Track Club Elite members visiting 44 sites. The program is executed at the highest standards, with 94% of parents reporting that Kilometer Kids helped their children to form and maintain healthy habits related to physical activity, nutrition, hydration, rest and recovery.



Luciano Fiore, a member of Atlanta Track Club Elite, with a participant

Kilometer Kids Program Growth		
2021	2022	2023
<b>1,538</b> <small>Total Participants</small>	<b>3,956</b> <small>Total Participants</small>	<b>4,661</b> <small>Total Participants</small>
<b>52</b> <small>Total Sites</small>	<b>85</b> <small>Total Sites</small>	<b>111</b> <small>Total Sites</small>

# 112,000+

Kilometers Run in 2023

The most rewarding part of being a Kilometer Kids coach is getting to see the kids grow over the course of a season, and season over season. I love seeing how much they change and continue to improve, not just as runners but also as people.

*Ashley Levy, Coach - Brook Run & Grove Park Community Teams*

Kilometer Kids is so valuable because Kilometer Kids is an equalizer. It allows anyone to participate. It doesn't matter what your level is, you can still have fun, even if you are just out there walking. Kids get a snack and prizes and everyone cheers them on. It allows for everyone to be involved and everyone to feel included, and for everyone to feel special.

*Sharon Koerber, Parent - International Community School Team*

Before I started Kilometer Kids, I did not love running, but now I like it more. I realized that I want to get faster and better and I can do that through Kilometer Kids. Now I love to run miles and I love to run them fast.

*Asher, 8, Participant - Piedmont Park Community Team*







## 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 2023, the program had both a state and region champion team crowned.

## YOUTH EVENT CALENDAR

After increasing the number of annual youth events by 33%, youth race registrations grew 21% over 2022 and 69% over 2021 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 strengthen the upward trend. Included in these numbers are premier events such as the Microsoft Peachtree Junior and Publix Atlanta Kids Marathon, free events such as Midweek Mile & Dashes, and new youth components added to existing races such as the PNC Atlanta 10 Miler.



### Youth Team Track & Field Totals:

**385**

Total Participants

**54%**

Growth Since 2021

**2**

2023 Team State and Regional Titles

**18**

Junior Olympics Competitors

**8**

Trained Youth Coaches

**13**

Free Events

**7**

Paid Events

**5,250+**

Total Registrations





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 2024, Atlanta Track Club is committed to expanding the partnership as more high schools and middle schools engage.

### 2023 PROGRAM HIGHLIGHTS

Atlanta Public School's 2023 high school track and field season continued to showcase its talented athletes, with many qualifying for the state championships from 11 different schools. Their success inspired athletes in grades 6-8 to participate at the middle school state championship in record numbers. In cross country, the district featured its first individual state champion in nearly two decades as well as two team state titles from Atlanta Classical Academy. In addition, two individual qualifiers, six boys' teams, and seven girls' teams competed, a record number for a non-COVID year. This success at the state level built upon the excitement of the rapidly growing APS XC Series, which saw 34% growth with nearly 500 participants crossing the finish line of the four meets hosted by Atlanta Track Club. Much of this growth has been at the middle school level, where Atlanta Track Club supported three new programs in 2023: Bunche Middle, Young Middle and Westside Atlanta Charter. All coaches, at both the middle school and high school levels, received professional development support, equipment funds, training guides, mentoring and meet enhancements.

### 2023 High School Cross Country and Track & Field

<b>61</b>	<b>1,827</b>	<b>4</b>	<b>21</b>	<b>\$25,000+</b>
Teams Supported	Student-Athletes Supported	APS Events Hosted	Training Guides Distributed	Donations



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This season, our goals at Therrell High School were to qualify for the state championship meet and cultivate a culture around cross country running. We accomplished both thanks to the Atlanta Track Club's partnership! Four of our runners received scholarships from the Club to attend the Wingfoot Running Camp where our training got underway this past summer. Thanks to funding from the Atlanta Track Club, we have been able to attend competitive meets, incorporate workouts that have improved our runners' performances, received apparel that makes our athletes feel good and can run well, and have practice visits from staff members, which has fostered a sense of community between Therrell High School and Atlanta Track Club. Thank you all for everything, and we are looking forward to continuing and expanding this partnership.

*Moses Kilpatrick - Head Coach, Therrell High School*

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## WINGFOOT NIGHT OF CHAMPIONS

With eight classifications competing at the state championships, Georgia's true state champion was never crowned before Atlanta Track Club's Wingfoot Night of Champions began in 2021. All state champions and other top performers are invited to an all-star event that highlights 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. In two years, the meet has grown by 33% in total number of athletes, with 26% more eligible state champions competing.

**367**  
Participants

**120**  
State Champions  
Competing

**11**  
Meet Records or Top 10  
All-Time GA Performances



# WINGFOOT XC CLASSIC

The Wingfoot XC Classic has seen more than 1,000 teams and 31,000 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.

## *2023 Middle School Totals:*

**44**

Teams

**1,422**

Student-Athlete  
Participants

## *2023 High School Totals:*

**107**

Teams

**3,897**

Student-Athlete  
Participants



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“ Participating in Atlanta Track Club events such as the Wingfoot XC Classic, Wingfoot Night of Champions, and All-Metro Banquet have played a significant role in my development as a runner. When I started running, one of the first races I ran was the Wingfoot XC Classic. The event showed me what the sport of running could be and how fun it was to compete. To this day, Wingfoot is still one of my favorite races due to its ability to draw in top competition from across the southeast in a fun atmosphere. Night of Champions and the All-Metro banquets gave me goals to strive for entering high school. Watching kids I looked up to participate in these events inspired me to try to get to them myself. The Atlanta Track Club events continue to aid the running careers of kids around Georgia year after year. ”

*Tommy Latham - 2023 Wingfoot Cross Country Classic Champion,  
2022 and 2023 All-Metro Cross Country Runner of the Year*

“ The Atlanta Track Club has played a pivotal role in providing the environment and support necessary for Tommy’s development as a distance runner. The Wingfoot XC Classic has become a marquee event for the Southeast region, ensuring that athletes like Tommy are given essential platforms for both athletic and personal growth. These platforms are where they can refine their skills, resilience, and teamwork... We feel fortunate and are thankful that Tommy has had the chance to partake in and gain from these premier events, as well as all that the Atlanta Track Club contributes to the sport. ”

*Steve and Stephanie Latham - Tommy Latham’s Parents*





# WINGFOOT RUNNING CAMP

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. It is also a place where everyone has the opportunity to step out of their comfort zone and learn something new. Expanding to two weeks for the first time in 2023, WRC grew 148% in its second year since returning after COVID-19. Camp staff includes many of the best collegiate and high school coaches from throughout the Southeast, with an average of more than 15 years of experience and more than 100 state titles among them.

**249**

*Student Athletes*



**20**

*Average Years of Experience  
of Staff Coaches*







## AWARDS BANQUETS

The 59-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.

**99**  
*Student Athletes  
Honored*

**2**  
*Coaches  
Honored*

**\$20,000**  
*Awarded in  
Scholarships*





