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For Immediate Release

UNITAS North America Named an Official Charity Partner of the 2021 TCS New York City Marathon

New York, June 10, 2021—UNITAS North America (“UNITAS”) was named an Official Charity Partner for the 2021 TCS New York City Marathon, taking place on November 7. This year serves as the 50th celebratory running of the marathon. Charity Partner Name will be among the more than 400 official charity partners providing thousands of runners the opportunity to run in the world’s most popular marathon.

“UNITAS is thrilled to be a part of the New York City Marathon’s 50th anniversary as an official charity partner for this year’s race, working with our runners to raise funds to prevent human trafficking with education and awareness, and to provide opportunities for Survivors to thrive,” said UNITAS Executive Director Tonya Turner.

“Supporting charitable causes and organizations are a long-standing tradition of the TCS New York City Marathon as it serves as one of the world’s largest fundraising platforms,” said Christine Burke, Senior VP of Strategic Partnerships, NYRR. “The marathon exemplifies the running community’s spirit of giving back, and no group demonstrates that more than the thousands who choose to run for charity. We are proud to support the efforts of the UNITAS team and the positive impact they have made to their community.”

Executive Director Turner further explained that “This will make for further visibility for UNITAS and for our LIGHTS™ prevention education curriculum that we are making available to middle schools and high schools in the NYC Public Schools to educate and empower youth with the necessary knowledge and skills to stay safe from trafficking and exploitation.” UNITAS has educated over 80,000 children all over the world since 2016 in their goal to “reach children before traffickers do.”

The NYRR Official Charity Partner Program offers an opportunity for nonprofit organizations to raise funds to support their missions and services. Participating charities can offer guaranteed entry to runners who fundraise on their behalf.

Since its inception in 2006, the TCS New York City Marathon Official Charity Partner Program has raised more than \$350 million for more than 1,000 worthy nonprofit organizations across the globe. Prior to the start of the official program, the New York City Marathon had served as an outlet for individual philanthropic runners since the 1980s.

The 2021 TCS New York City Marathon will commemorate the race's 50th running with runners from all over the world participating in-person and virtually. The marathon began in 1970 and has become one of the most anticipated annual mass sporting events in New York City. This year's marathon will once again bring together people of all ages and abilities reflecting the resilience and strength of the running community.

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About UNITAS North America (UNITAS)

UNITAS ([www.UNITAS.ngo](http://www.unitas.ngo)) is an international non-profit organization dedicated to preventing human trafficking and exploitation in the US and in Eastern Europe through education and awareness and providing opportunities for survivors to thrive. Since 2015, UNITAS has forged partnerships with governments, NGOs, executives, and other experts in the field to develop collaborative solutions in the fight against human trafficking. UNITAS has empowered tens of thousands of children all over the world with the necessary knowledge and skills to identify and avoid the schemes of human traffickers. UNITAS has offices in Belgrade, Serbia and New York, USA, where the organization is developing innovative programs to expand regionally. Watch the UNITAS Mission Video [here](#), and for further information visit <http://www.unitas.ngo>.

About New York Road Runners (NYRR)

NYRR's mission is to help and inspire people through running. Since 1958, New York Road Runners has grown from a local running club to the world's premier community running organization. NYRR's commitment to New York City's five boroughs features races, virtual races, community events, free youth running initiatives and school programs, the NYRR RUNCENTER featuring the New Balance Run Hub, and training resources that provide hundreds of thousands of people each year with the motivation, know-how, and opportunity to Run for Life. NYRR's premier event, and the largest marathon in the world, is the TCS New York City Marathon. Held annually on the first Sunday in November, the race features a wide population of runners, from the world's top professional athletes to a vast range of competitive, recreational, and charity runners. To learn more, visit www.nyrr.org.

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