



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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The Great 2020 Couch-To-Virtual Run Challenge

Supporting families during Shelter-In-Place

Families across Santa Cruz County are invited to participate in the first ever, FREE "Great 2020 Couch-To-Virtual-Run Challenge!" This effort is a collaboration between two local non-profit organizations, County Park Friends and Live Like Coco.

Launching Saturday March 28th, the Challenge invites kids across our community to move their bodies, have fun and build together towards a virtual fun run on April 25th. The Virtual Run Challenge includes weekly activity sheets, weekly Friday drawings to win pizza or book delivery, training videos from Coach Laura Chiorello of Santa Cruz Track Club's Youth Track and Field Program and a culminating Virtual Fun Run, hosted by Live Like Coco.

"Shelter-in-place calls us to come together in new and creative ways," said Mariah Roberts, Executive Director of County Parks Friends. "Families need support, kids need activities, and County Park Friends, in partnership with County Parks, is so glad to be able to offer this as one way we can come together and build community."

What does it mean to do a virtual fun run?

"It just means you can join from wherever you are, and walk, run or hike at a pace and distance that feels right for you," said Kate Pavao of Live Like Coco. "Hopefully kids and families will have fun doing healthy activities over the next four weeks -- and then be part of this great virtual event celebrating our foundation's values: Nature, Literacy, Health, Kids, Community, and Love!"

Information about the Challenge, virtual storytimes and safe practices for being outdoors can be found at countyparkfriends.org. County Parks also has a Virtual Rec Center online at scparks.com.

County Park Friends works to preserve, protect, improve and promote the use of Santa Cruz County parks and open spaces, focusing on inclusion and access to activate the power of our public spaces.

The Live Like Coco Foundation is named and inspired by Coco Lazenby, a self-described "book lover, cat petter and environmentalist," who was killed in a car accident in August 2015 at age 12. Each year, it provides thousands books each year to families in the community, offers scholarship funding, coordinates forest field trips and more so kids can grow up healthy and with opportunities to pursue their dreams.