

FOR IMMEDIATE RELEASE

Contact: **Erika O'Shea**
Phone: **816-561-3558 x21**
Email: **eoshea@jagkc.org**



4.01K Race for Financial Fitness™ Goes Virtual Beginning May 2

(KANSAS CITY, MO) April 14, 2020 – Pledging to raise money and awareness around improving financial literacy and educational opportunities for young people across Kansas City, the VIRTUAL 4.01K Race for Financial Fitness™ hosted in partnership with Bukaty Companies Financial Services and benefitting Junior Achievement of Greater Kansas City will kick off its fourth annual race on **Saturday, May 2th** and will run through **Saturday, May 16th**.

This social-distancing friendly event asks participants to run, walk, and exercise their way across a 40.1-kilometer (25 mile) online race map of Kansas City. Participants in the 4.01K Race for Financial Fitness™ will log their progress using an innovative and competitive exercise tracking platform. Registration includes a digital bib number, a digital finisher award, and online physical and financial wellness content from local experts throughout the race.

Participants can choose from more than 100 different types of exercise to move them closer to their 25-mile goal. Along the way, they will pass landmarks such as the Liberty Memorial, Loose Park, and Kauffman Stadium. All proceeds benefit Junior Achievement's youth financial education and workforce readiness programs in the Kansas City metro.

The inspiration and hope brought by Junior Achievement mentors and curriculum has never been more important than in this moment. Students are experiencing the financial consequences of the COVID-19 crisis firsthand in their homes. Twenty eight percent of U.S. adults have no emergency savings. One in four people have put something away for a rainy day, but far less than what is needed to cover three to six months worth of living expenses.

“When you participate in the Virtual 4.01K Race for Financial Fitness™, you ignite a spark in the future of Kansas City students. Every bicep curl, downward dog, and mile logged show our children the profound impact grit and determination can have their lives. All money raised will help Junior Achievement continue to put volunteer role models in their corner and gives those JA Champions the tools they need to show young people a financially stable future is possible,” says Megan Sturges Stanfield, President & CEO of Junior Achievement of Greater Kansas City.

Local sponsors of the Kansas City 4.01K Race for Financial Fitness™ include Bukaty Companies Financial Services, JE Dunn Construction, Arvest Bank, Blue Cross Blue Shield, Wellington, American Century Investments, and Ernst & Young.

Visit <http://ow.ly/9uUw50z9lOI> to register today!

About Junior Achievement of Greater Kansas City - Junior Achievement of Greater Kansas City brings business back to the classroom by connecting students to mentors and programs which promote financial literacy, inspire entrepreneurship, and prepare students (K-12) for success in a 21st century workplace. By providing classrooms with business and community volunteers in a hands-on learning environment, we equip Kansas City’s next generation with the skills they need for a prosperous future.

Facebook: @JAKansasCity

Instagram: @JAofGKC

LinkedIn: Junior Achievement of Greater Kansas City

About the 4.01K Race for Financial Fitness™

As one of 13 cities across the nation, the Kansas City race is hosted locally in partnership with Bukaty Companies Financial Services. At the national level, the race is part of a signature program of the Smarter Tomorrow Foundation™, which was created by Chepenik Financial to expand access to financial literacy education for students across the nation. Additionally, as part of this partnership, award-winning Personal Finance Journalist Jean Chatzky serves as the official spokesperson for the 4.01K race.

To learn more, visit www.401krace.com/kansascity

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