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FOR IMMEDIATE RELEASE

**Crim Fitness Foundation Postpones 44th HAP Crim Festival of Races to August 2021,
Announces First Ever HAP Virtual Crim, Summer Programming Changes and
Cancellations**

The Crim Fitness Foundation Board of Directors announced today the decision to postpone the 44th HAP Crim Festival of Races until August 28, 2021, and is pleased to introduce the first ever HAP Virtual Crim Festival of Races to take place in August of 2020.

The decision to postpone the 44th running of the Crim was made in response to the current State of Michigan prohibition of large gatherings and the uncertainty of when this prohibition will be lifted, due to the possible spread of COVID-19. The health of the Crim's participants, volunteers, sponsors and the greater Flint community was the board's primary concern.

"On behalf of the Crim Board of Directors we are announcing today the cancellation of this year's HAP Crim Festival of Races," said Mark Yonan, Chair of the Crim Fitness Foundation Board of Directors. "It is our responsibility to make tough decisions when necessary and this decision, although difficult, is the right one for the safety of all."

Crim CEO Gerry Myers voiced his understanding and support of the board's decision to focus on the community's safety. "The highest priority in all of our decision making is to enhance and protect the health and welfare of the people we serve. Our decision to cancel this year's Crim race weekend in the midst of this unprecedented pandemic is an example of that commitment."

The HAP Virtual Crim will allow racers to participate without the risk of being in close contact with thousands of others. It will feature an improved giveaway shirt, racer bib, and commemorative Crim medal for all participants. Registrants will be able to complete their Virtual Crim event during the "10 Days of Crim," an extended period of time before and after the originally scheduled HAP Crim Festival of Races. Participants will be able to run or walk their race distance anywhere at any time during the 10 Days of Crim, and can upload their time to the Crim results page. Racers are encouraged to avoid the "blue line" 10 Mile Crim course in Flint, to encourage safe social distancing and minimize traffic safety risks. Alternative 10 Mile, 5 Mile, and 5K route maps throughout Genesee County and around the state will be posted and shared as suggested routes for participants.

Racers already registered for the Crim or the CrimFit Training Program will have the choice of participating in the Virtual Crim or deferring their race registration to the 2021 HAP Crim Festival of Races. They can also choose to donate their registration to the Crim Fitness Foundation, which works to improve the lives of Genesee County's residents all year long through its leadership of the Flint Community Education Initiative, nutrition, sports and physical activity, and mindfulness programming.

The announcement of the first ever HAP Virtual Crim brings about a shift in focus for many in the Crim's community. Rather than simply focusing on the Crim race as a goal, Crim staff will be connecting with runners and walkers throughout the summer, encouraging them to get out and be active for the sake of enjoying the activity, being responsibly social with small groups, and feeling great by being healthy.

"Being active and fit is a reward in itself," said Andrew Younger, Race Director. "While it's heartbreaking to not come together for the Crim, we have a unique chance this summer to focus on the amazing running and walking community in our area, and the connections we have throughout the world. By going virtual this year, people can feel like they are a part of the Crim from anywhere in the state, country, and across the globe."

In addition to the Festival of Races, other Crim summer programming will be affected by the COVID-19 outbreak as well. The following programs and events have been canceled for 2020: the Marti Austin Kids Classic, the Crim Kids Invitational, the Atwood Races, and the Greater Flint Olympian Games. The Crim Kids Summer Running Clubs will be offered virtually, and the CrimFit Training Program is limiting group workouts to no more than ten participants.

"We're making shifts throughout the organization to keep everyone safe and healthy," said Lauren Holaly-Zembo, Interim CEO of the Crim Fitness Foundation. "Despite these changes, we're still able to serve thousands of kids and adults throughout Flint and Genesee County this summer with Community Education, nutrition, sports, mindfulness and advocacy programs."

Crim founder and namesake Bobby Crim isn't deterred in his enthusiasm for the Festival of Races or for the organization. "Throughout the history of the Crim we have faced many challenges and we have proven to be a resilient bunch. All I can say is, this too shall pass. I look forward to seeing everyone next year back on the bricks."

The Crim Fitness Foundation cultivates accessible, vibrant communities in Flint and Genesee County that encourage people to lead healthy lifestyles by integrating physical activity, healthy eating, and mindfulness into their daily lives and mentors other communities to do the same. The Crim uses events, programs, and policy, systems, and environmental changes to transform the community. Year round programs include races and events, training programs, mindfulness training for youth and adults, community gardens, nutrition education and advocacy. In addition, the Crim serves as the lead agency of Flint's Community Education Initiative.
