

CREDIT UNION



CHERRY BLOSSOM  
TEN MILE RUN

## Credit Union Cherry Blossom Organizing Committee Announces 10 Mile Micro-event for Women to pursue American 10 Mile Record on November 23

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*Event conceived to give Keira D'Amato, a 36-year-old mother of two and fellow committee member, a chance to break Janet Bawcom's record of 52:12.*

### FOR IMMEDIATE RELEASE

October 26, 2020, Washington, DC: Organizers of the Credit Union Cherry Blossom Ten Mile Run announced today a special Covid-19 compliant event being put together to provide one of their own — race committee member Keira D'Amato — with an opportunity to break the women's-only 10 mile American Record of 52:12, set by Janet Bawcom at the 2014 Credit Union Cherry Blossom Ten Mile Run. A small field of leading American women will be invited to join D'Amato at the event, scheduled to take place at 8 am on November 23. Credit Union Cherry Blossom Event Director Phil Stewart will serve as race director, with support from a number of Keira's fellow race committee members. All Keira will have to do is run. Fast.

"I've been thinking about this record since last spring," said D'Amato. "I was relaying information to Molly Huddle about her upcoming appearance at the Cherry Blossom Health & Fitness Expo and, while encouraging her to go after Janet Bawcom's record, I did the math and was struck by one very clear thought: I can run that fast! That same thought has kept me motivated and training hard over the past six months. I can't wait to lay it all on the line on November 23."

Stewart added: "When Keira asked me to help organize a record attempt for her, I didn't hesitate for a moment. Keira has been running very well throughout this time of Covid-19, and everyone involved in the project is excited by the opportunity to do what the Coronavirus prevented us from doing last spring — produce a first-class, record-fast road race. For us all, this is definitely a bright spot in what has mostly been a dreary spring, summer and fall."

Expectations are that there will be between 10-20 elite American women selected by invitation at the starting line on November 23 (three starters is the minimum requirement for all USATF record attempts). In keeping with CDC guidelines that limit large group gatherings, however, the location of the race will not be announced to the public. Negative Covid-19 tests will be required of all participants, and temperature checks will be the norm on race day. The event will comply with [USA Track & Field's specific Covid-19 guidance for events](#) as well as the Covid-19 requirements of the venue.



Keira, 36, was a four-time All-American at American University and was inducted into the University's Athletic Hall of Fame in 2017. After graduation she took a ten-year break from competitive running to start a family with her husband Anthony and launch a career as a realtor in Richmond, VA. Two children later, Keira returned to the roads and track to resume her quest to be the best runner she can be. She qualified for the 2020 U.S. Olympic Marathon Trials by running 2:34:55 at the 2019 Berlin Marathon, and ran 2:34:24 for 15<sup>th</sup> place at the Trials in Atlanta last February.

In June, Keira garnered national attention for running a five kilometer time trial in 15:04 — a personal best by over a minute, and well under the 15:10 qualifying standard for the 2021 U.S. Olympic Trials for Track & Field. With a 10-mile personal best of 53:23, run en route to a 1:10:01 at the 2020 Aramco Houston Half Marathon, Keira will undoubtedly set a personal record on November 23<sup>rd</sup>, but her ambitions are much grander. She fully believes in herself and her ability to secure the title of “American Record holder.”

“I’m the fittest I’ve ever been,” said D’Amato. “I know I’m capable of running faster than current record, and I’ll have a chance to prove it on race day. If it happens, I’ll have an American Record. If it doesn’t happen, I’ll be in the same spot I am now — wanting that record. It’s liberating to know I have nothing to lose, but a record to gain.”

Additions to the invited field will be shared with the media as commitments are received. Interested runners and their representatives are encouraged to contact [Bill Orr](#) for more information.

Media interested in interviewing Keira should contact media coordinator Keith Peters at [kpeters@cherryblossom.org](mailto:kpeters@cherryblossom.org) or (307) 690-6803.