



Year in Review
2016

usatf.org



2016 Year in Review

As RunJumpThrow continues to grow, 2016 marked key landmarks for the program.

- The RJT curriculum is now represented in all 50 states (and 3 countries)
- More than 500,000 youth are participating in the program
- New partnership with The YWCA USA which will make RJT a resource available to all local YWCA sites (more than 1,300 sites nationally)

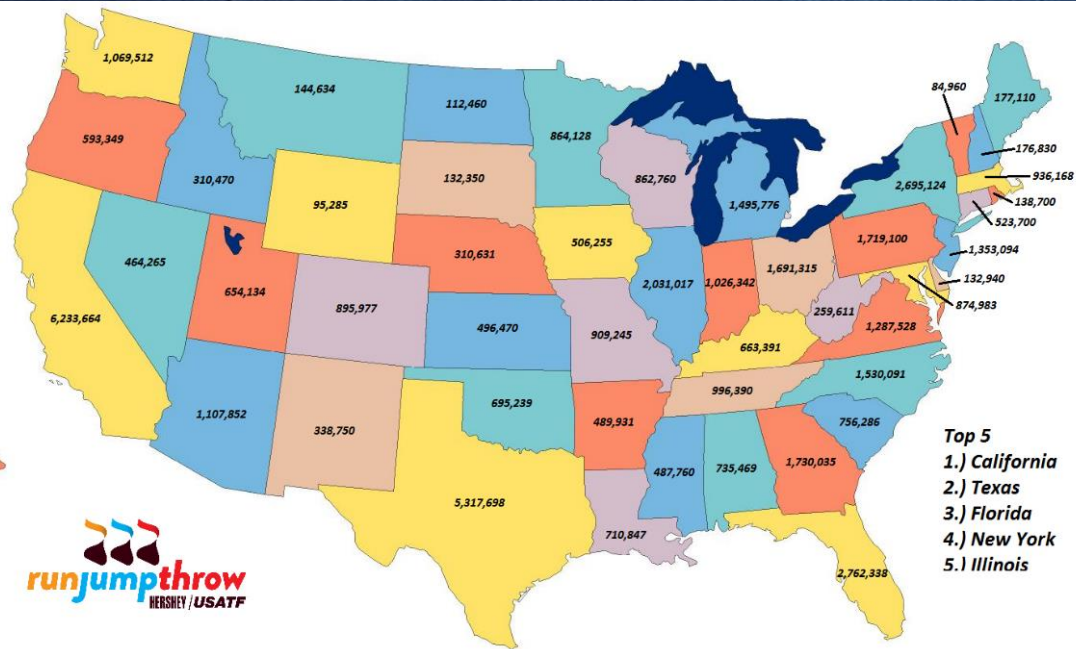
USATF hosted its first post-Olympic Victory tour with 2016 Olympians, utilizing RunJumpThrow as the centerpiece of all tour stops.

As the program and curriculum continue to gain in popularity, strategic community based partnerships and large scale media activations will continue to be tools to promote positive lifestyles to today's youth.



RunJumpThrow by the Numbers

6 Week Curriculum



Top 5

1. California
2. Texas
3. Florida
4. New York
5. Illinois

Bottom 5

1. Vermont
2. Wyoming
3. North Dakota
4. Alaska
5. South Dakota

- | | |
|----------------|------------------|
| Top 5 | Bottom 5 |
| 1.) California | 1.) Vermont |
| 2.) Texas | 2.) Wyoming |
| 3.) Florida | 3.) North Dakota |
| 4.) New York | 4.) Alaska |
| 5.) Illinois | 5.) South Dakota |



***Numbers are based on event organizers who register online, actual numbers are significantly higher*



RunJumpThrow by the Numbers

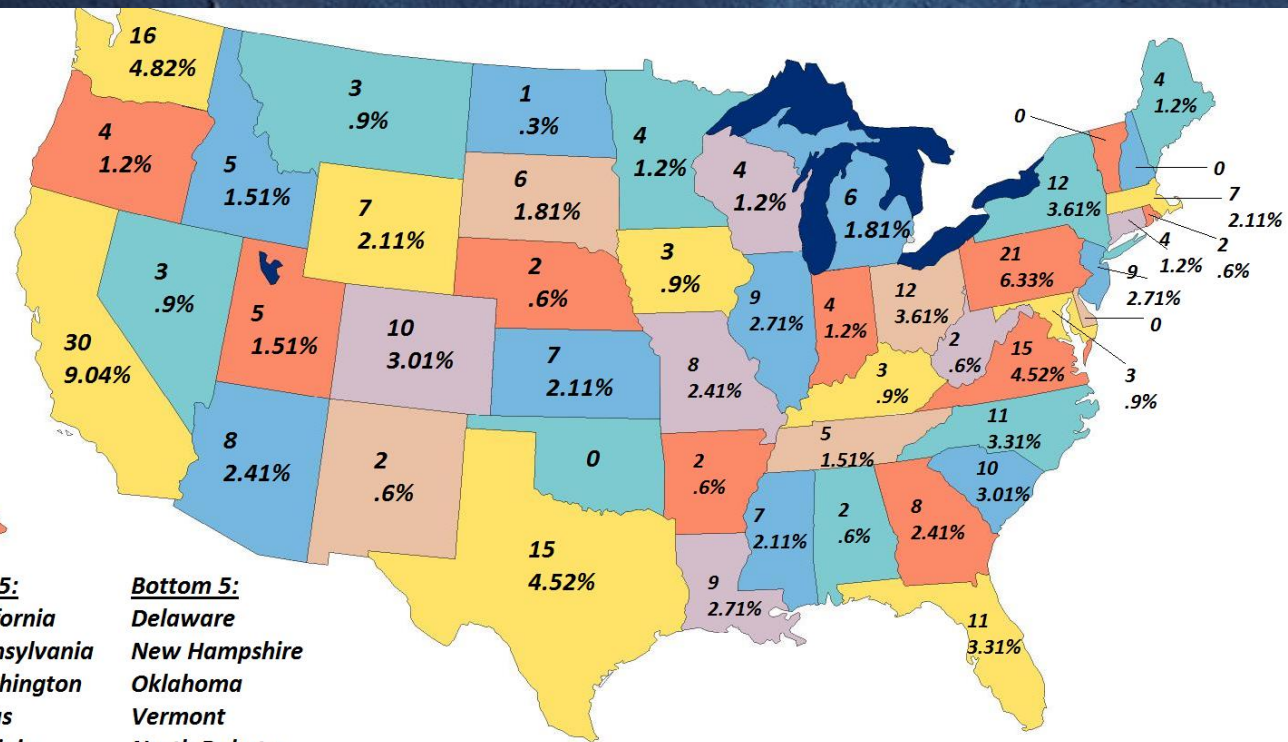
Single Day events

Top 5

1. California
2. Pennsylvania
3. Washington
4. Texas
5. Virginia

Bottom 5

1. Delaware
2. New Hampshire
3. Oklahoma
4. Vermont
5. North Dakota



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YWCA Partnership

In a new partnership between the two organizations, YWCA USA will adopt USATF's RunJumpThrow youth activity program as part of its national offerings to the girls and women it serves. The new partnership announcement was made during the State of the Sport address at the 2016 USATF Annual Meeting in Orlando.

By partnering on the program, YWCA USA will host RunJumpThrow events nationwide as well as implementing the curriculum at its affiliates throughout the country. USATF and YWCA also will co-host a "RunJumpThrow Experience" event in 2017, featuring USATF star athletes working with key YWCA populations.

YWCA Statistics

- Present in 120 Countries
- 225 Associations in the US
- 1,300+ sites in the US
- Serving more than 2 Million women in the US



**eliminating racism
empowering women**

ywca

RJT in the Media

The 2016 Victory Tour locations were determined based on athlete location and availability, media opportunities and local support.

The media numbers below highlight annual media efforts as well as specific Victory Tour related numbers.



34.1 million impressions YTD for #USATFrjt
2.15 million impressions for Victory Tour



6.5 million impressions YTD for #USATFrjt
819,000 impressions for Victory Tour



10.2 million impressions YTD for #USATFrjt
1.2 million impressions for Victory Tour

2016 Victory Tour

Total media placements: 17

Number of Media Outlets: 16

Digital media outlets: 10

Television outlets: 7

Impressions: 44,877,114

