

Achilles: Hope and Possibility

This August, the Achilles Track Club presented their 4th annual 5 mile run which celebrated the human spirit in us all. There were 3000 athletes that ran, walked, or wheeled the course through Central Park showcasing and embodying the event's name 'Hope and Possibility'. At the race's post event ceremonies, participants were provided the opportunity with a performance from the U.S.O. and local DJ Mark Farrell from CD 101.9 before beginning the awards ceremony honoring the runners of the day. Participants were also treated to the opportunity to learn more about the cause and the runners through the many disability awareness activities. Achilles is a non-for-profit organization headquartered in NYC with members in 126 cities in the USA and 63 countries. To strengthen the event, Tracy Kessler and the TK New York team enlisted street teams to blanket parts of the city with brochures promoting the event. Our company assisted these teams in contracting surrounding businesses to advertise the race with brochures. TK New York also created a grassroots effort to encourage retail partners, corporations and local organizations to serve as distribution locations and form teams of participants to support the event.