

Lam Research Heart & Soles Run 2020 Media Kit/Text Examples

Please use the following text examples as suggested content for your marketing, social media, and other communications. Posts may be edited as needed.

General Guidelines

1. Use the full title of the event Lam Research Heart and Soles Run where space allows.
2. Add short text emphasizing that your organization is partnered with or benefiting from the event where appropriate (especially on social media).
3. Always use the direct links provided below.
4. Wherever possible, include event date: Saturday, March 28 or March 28.

Link to promotion photos

<https://www.flickr.com/photos/jdyke74/albums/72157690552250563>

Event Description

Join the 7th annual Lam Research Heart & Soles Run on Saturday, March 28 at Santa Clara University. This run/walk is dedicated to helping provide students with opportunities to exercise and access to nutritious food.

The Silicon Valley Leadership Group Foundation, in partnership with the Santa Clara County Office of Education, the SJSV Chamber of Commerce, and the South Bay Labor Council, created this event to benefit children's health and wellness. Lam Research eagerly lent its support as the multi-year title sponsor, and in 2014 the Lam Research Heart & Soles Run was founded.

In the six years since its founding, the run has raised over \$850,000 for its benefiting organizations. In 2020, the race will be serving the Boys and Girls Clubs of Santa Cruz County, Boys and Girls Clubs of Silicon Valley, San Jose Earthquakes Community Fund, Santa Clara County Office of Education, OUTRIDE by Specialized Foundation, and YMCA of Silicon Valley.

The run has distances for all level of fitness and ages: 6K run/walk, 10K run, and Kids Fun Run. Runners, joggers, and walkers can enjoy a scenic course which starts and finishes at Santa Clara University, and loops through Earthquakes Stadium. All 6K and 10K participants receive a jersey-themed tech shirt, finisher medal, chip timing, and complimentary access to our beverage garden on race day. Kids Fun Run participants receive a cotton race shirt and finisher medal. Learn more or register at heartandsolesrunsv.com.

Email/Newsletter/Web

Website URL: heartandsolesrunsv.com

Direct Registration URL: <https://runsignup.com/Race/CA/SantaClara/HeartandSolesRun>

Shortened Registration URL: <http://bit.ly/HeartSoles>

Early Bird Special Post (schedule between Jan. 27-31)

- The last day for early bird special is this Friday! The Lam Research Heart and Soles Run is a run/walk on Saturday, March 28 that is dedicated to helping local children engage in exercise and make better food choices on a daily basis. Register at heartandsolesrunsv.com.

This run/walk features 6K and 10K distances, along with a Kids Fun Run. The course starts and finishes at Santa Clara University, and features a loop through Earthquakes Stadium—Register at heartandsolesrunsv.com.

Price Increase Post (schedule between March 2-6)

- The last day before the prices increase is this Friday! The Lam Research Heart and Soles Run is a run/walk on Saturday, March 28 that is dedicated to helping local children engage in exercise and make better food choices on a daily basis. Register at heartandsolesrunsv.com.

This run/walk features 6K and 10K distances, along with a Kids Fun Run. The course starts and finishes at Santa Clara University, and features a loop through Earthquakes Stadium—Register at heartandsolesrunsv.com.

General Post – No Price Increase

- Register now for the Lam Research Heart and Soles Run. Join this run/walk dedicated to helping local children engage in exercise and make better food choices on a daily basis. Register at heartandsolesrunsv.com.

This run/walk features 6K and 10K distances, along with a Kids Fun Run with dash distances. The course starts and finishes at Santa Clara University, and features a loop through Earthquakes Stadium —Register at heartandsolesrunsv.com.

Facebook

Please tag us in all of your posts, like and follow us on Facebook and ensure to use our “@” handle to correctly link your posts to our Facebook page.

Facebook URL: <https://www.facebook.com/heartandsolesrunsv>

Facebook Handle: [@heartsolesrunsv](https://www.facebook.com/heartandsolesrunsv)

Early Bird Special Posts (schedule between Jan. 27-31)

- Lock in the early bird special for the Lam Research Heart and Soles Run before it's gone on February 1! Enjoy fun and exercise on Saturday, March 28! Walk, run or stroll and help keep local youth active. For more info and to sign up <http://bit.ly/HeartSoles>

- Don't miss the early bird special for the Lam Research Heart and Soles Run that features a 6K, 10K and Kids Fun Run! Take advantage of the lower prices before it ends on February 1. This event directly supports local youth programs so register now at <http://bit.ly/HeartSoles>
- Sign up before February 1st for the Lam Research Heart and Soles Run to save \$\$\$! Gather friends, family and colleagues on Saturday, March 28 to support local youth exercise programs. The course starts and finishes at Santa Clara University, and features a loop through Earthquakes Stadium. Register now at <http://bit.ly/HeartSoles>

Price Increase Posts (schedule between March 2-6)

- Lock in the current pricing for the Lam Research Heart and Soles Run before it increases March 7! Enjoy fun and exercise on Saturday, March 28! Walk, run or stroll and help keep local youth active. For more info and to sign up <http://bit.ly/HeartSoles>
- The prices are increasing for the Lam Research Heart and Soles Run. The run features a 6K, 10K and Kids Fun Run! Take advantage of the lower prices before they increase on March 7. This event directly supports local youth programs so register now at <http://bit.ly/HeartSoles>
- Sign up before March 7 for the Lam Research Heart and Soles Run to save \$\$\$! Gather friends, family and colleagues on Saturday, March 28 to support local youth exercise programs. The course starts and finishes at Santa Clara University, and features a loop through Earthquakes Stadium. Register now at <http://bit.ly/HeartSoles>

General Posts – No Price Increase

- Kick off the season with fun and exercise at the Lam Research Heart and Soles Run on Saturday, March 28. The course starts and finishes at Santa Clara University, and features a loop through Earthquakes Stadium. For more info or to register: <http://bit.ly/HeartSoles>
- Register for the Lam Research Heart and Soles Run on March 28! There's a 6K, 10K and Kids Fun Run. All 6K and 10K participants receive a jersey-themed tech shirt, finisher medal, chip timing, and a complimentary beverage garden on race day. Register at: <http://bit.ly/HeartSoles>

Twitter

Please follow us on Twitter, retweet and like our tweets when appropriate.

Direct Twitter URL: <https://twitter.com/HeartSolesRunSV>

Twitter Handle: [@heartsolesrunsv](https://twitter.com/heartsolesrunsv) Twitter

Hashtag: [#heartsolesrunsv](https://twitter.com/heartsolesrunsv)

Early Bird Special Tweets (schedule between Jan. 27-31)

- Early bird special! Save \$ on [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv) registration by signing up before February 1! [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) <http://bit.ly/HeartSoles>
- Register now for the [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv) early bird special! Early bird special ends February 1 [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) <http://bit.ly/HeartSoles>

Price Increase Tweets (schedule between March 2-6)

- Join & Save \$ on [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv) registration by signing up before March 7! [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) <http://bit.ly/HeartSoles>
- Register now for the [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv) and save! Prices increase March 7 [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) <http://bit.ly/HeartSoles>

General Tweets – No Price Increase

Join the 2020 [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv) March 28 for miles of smiles! They support our programs [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) <http://bit.ly/HeartSoles>

We are a proud sponsor of [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv) 2020! Join us on March 28 to help youth programs [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) <http://bit.ly/HeartSoles>

We are a proud partner of [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv) ! Join us on March 28 to support youth exercise & nutrition programs. Sign up now [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) <http://bit.ly/HeartSoles>

Run, walk, jog [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv) on March 28 to support valued youth programs. Register now [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) <http://bit.ly/HeartSoles>

Enjoy a healthy spring [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv) on March 28 & support local students. Sign up <http://bit.ly/HeartSoles> [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv)

Gather coworkers, friends & family for [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv)! Keep your new year resolution going. Sign up at <http://bit.ly/HeartSoles>

Join the [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv) ! Enjoy a 6K or 10K and a Kids Fun Run for ages 2-7. [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) Sign up now: <http://bit.ly/HeartSoles>

Kids Fun Run Tweets – No Price Increase

Families: join the Kids Fun Run [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv)! Ages 2-7 get a medal & race shirt. Sign up now [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) <http://bit.ly/HeartSoles>

Kids Fun Run is back for the [@heartssolesrunsv](https://www.instagram.com/heartssolesrunsv)! Register the little ones (ages 2-7) now! [#heartssolesrunsv](https://www.facebook.com/heartssolesrunsv) <http://bit.ly/HeartSoles>