

9th annual **Sean's run** 2010



presented by:



Final Report to our Sponsors and Contributors

Participant Reviews:

From Active.com:

"This is the most organized event I know of! It is a wonderful community of devoted people. We had lots of fun and look forward of participating with many more of our friends next year. Thank you" *Marcia Atwood*

"This is a favorite race of mine. It is well organized and it is a pleasure to participate with the community. Great race for runners, walkers, families and friends." *mmchugh2*

"Absolutely the best!! Amazingly organized and a fun fantastic course to run. I can not wait until next year... I am already looking forward to it." *JSchleimer*

"What an awesome community experience. The entire event was well-organized and very spirit-filled and fun. I plan to participate as long as my legs will carry me." *Sleddog7*

Here are a few of the comments posted at our faceBook page:

"A great event!"

"My husband ran today for the first time and it was a great time. Very well ran and for a great cause !!! We will be back next year..."

"It was an AWESOME race. I am already looking forward to next year"

"Way to go team!"

"Congrats on another great event"

"best in the world volunteers!!!!!!!!!!!!!!"

"Bravo, for a job well done!!"



2010 Sean Patrick French Memorial Scholarship Winners		
Seniors from Chatham High School (Respect for All, Community Service)	Seniors from NYSPHSAA Section III (Sportsmanship)	Seniors from Columbia County (Love of Running)
Aimee Palleschi	Rachael Cyrus Burnt Hills-Ballston Lake HS	Emma Gryner Taconic Hills HS
Joseph Cozzolino	Zach Nelson Albany Academy	Molly Koweek Hudson HS
		Cordero McCall Hudson HS
		Chloe Meltz Ichabod Crane HS
		Shevar Thomas Hudson HS
		Philip Mastro Simone Chatham HS



Our Sponsors

Presenting Sponsor



Battle of the Belts Sponsor



5k Sponsor



Meghan's Mile Sponsor



Major Benefactor



Media Sponsor



Gold Medal Sponsors



Stewart's



Tom Warner Watercolors



Our Sponsors

Silver Medal Sponsors

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2010 Contributors and Donors

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 Weiss, Bill New York, NY
 Wemple-Kelly, Heather Old Chatham, NY
 West, Dean Chatham, NY
 Winding Brook Country Club, Valatie, NY
 Wood, Marty Hudson, NY

Y

Young, Eileen East Chatham, NY

2010 Winners

Sean's Run

5K Champions		
Emma Gryner, 18	Craryville, NY	21:05
Chuck Terry, 27	Albany, NY	15:58
5K Age Group Winners		
12 and Under		
Devyn Fernandez, 12	Valatie, NY	21:54
Megan Sweet, 10	Valatie, NY	31:43
13 - 15		
Julia Barron, 14	Braintree, MA	23:12
Ross Wightman, 14	Chatham, NY	18:39
16 - 18		
Rachael Cyrus, 17	Burnt Hills, NY	24:42
James Boeding, 17	Millerton, NY	16:48
19 - 29		
Chelsea Benson, 27	Hudson, NY	21:17
Dave Vona, 27	Valatie, NY	16:56
30 - 39		
Courtney Bowers, 34	Niskayuna, NY	21:53
Jonathan Catlett, 32	Albany, NY	17:32
40 - 49		
Teresa Warner-Maiuri, 44	Ghent, NY	23:57
Gary Longhi, 46	Climax, NY	19:16
50 - 59		
Deb Matacchiero, 52	Chatham, NY	23:31*
Michael McHugh, 50	Cambridge, MA	19:27
60 - 69		
Jayne Zinke, 67	Valatie, NY	27:25
Lenny Collins, 61	Valatie, NY	22:52
70 - 79		
Martin Helmer, 70	East Chatham, NY	29:17
80 & Over		
Gene Carlough, 81	East Chatham, NY	41:49*

*new age group record

Meghan's Mile

Meghan's Mile Champions		
Samantha Taylor, 10	Philmont, NY	6:50
Drew McAuley, 12	Schenectady, NY	6:12
Age Group Winners		
6 and Under		
Sophie Cashen, 6	Hudson, NY	10:50
Robert Bruneau, 6	Chatham, NY	9:07
7 - 8		
MacAyla Sparacino, 7	Copake, NY	8:27
Casey Sitzer, 7	Ghent, NY	7:39
9 - 10		
MacKenzie Sparacino, 10	Copake, NY	7:49
Austin Valliere, 10	Stuyvesant, NY	7:18
11 - 12		
Erin Clark, 11	Old Chatham, NY	7:07
Chase Werner, 11	Stuyvesant, NY	6:24



9th Annual Sean's Run April 25, 2010

Highlights/Impact

A record level of participation

- Despite cold and rainy conditions, there were 1,462 entrants. Registrations have more than doubled in the past four years. A complete list of our entrants can be found at www.SeansRun.com
- Since 2002, over 8,500 total entries have been received

\$135,550 Raised and Given Away in Eight Years

- 68 youth programs and schools across the region have received Sean's Run Grants to implement anti-underage drinking programs and to encourage seatbelt use by teens.
- Why these programs? Because car crashes are the leading cause of death for young people under the age of 21. Nearly 2/3 of all kids killed in car crashes were not using seatbelts. Nearly 1/3 of all car crashes with youth under age 21 involve alcohol.
- 68 college bound deserving seniors from across the region have been awarded scholarships.

2010 - \$15,500 given away!

- \$9,500 was awarded to 19 schools and youth-serving organizations as grants funded by the money contributed by Sean's Run donors, sponsors and participants. Grants from Sean's Run are used to support projects designed to reduce underage drinking and impaired driving and increase the use of seatbelts by teens.
- \$6,000, from the Sean Patrick French Memorial Scholarship Fund, was awarded as scholarships to 10 deserving HS seniors from around the capital region. The fund is sustained by the proceeds from the inaugural Sean's Run and ongoing contributions from donors.

2010 Sean's Run Grant Winners

School/Youth Group	County
Amsterdam HS Peer Leadership Group	Fulton
Averill Park HS SADD	Rensselaer
Berlin Jr/Sr HS SADD	Rensselaer
Chatham HS SADD	Columbia
Chatham MS SADD	Columbia
Columbia HS SADD	Rensselaer
Council on Addition Prevention and Education of Dutchess County	Dutchess
Fonda-Fultonville HS Student Government	Montgomery
Germantown CS SADD	Columbia
Hoosick Falls HS Youth Summit Team	Rensselaer
Hudson Dept. of Youth	Columbia
Hudson Valley Youth Action on Tobacco	Columbia
Lynch Literacy Academy Peer Leadership Club	Montgomery
Mohonasen HS SADD	Schenectady
Pine Plains Stissing Mt. HS SADD	Dutchess
Schodack/Castleton Community Partnership	Rensselaer
Mothers Against Drunk Driving	Albany
Remove Intoxicated Drivers	Schenectady
Choices 301	Albany



9th Annual Sean's Run April 25, 2010

Highlights/Impact

Sea Jem's Super Saturday Run for Special Needs Kids

Sean's Run became a two-day event and the first road race in the region to include a component for children with disabilities. This event was organized in cooperation with the East Greenbush Miracle League, Burke Adams, founder. Sea Jem, the Boston-based seafood wholesaler, sponsored the event. Response by the children and their parents was positive. We will make this an annual event.

Other 2010 Sean's Run Highlights

- **MeghansMile**, our event for 12 and under in memory of Meghan Nicole Kraham, saw the highest number of timed finishers to-date. Meghan, who at age 16 was a student founder of Sean's Run, served on the Organizing Committee until her death, at the age of 22, succumbing to a rare form of cancer. **Newkirk** continued as the sponsor of the youth race.
- Two 5K age-group records were set – Women's 50-59: Deb Matakchiero, 52, Valatie, 23:31, Men's 80-plus: Gene Carlough, 81, East Chatham, 41:49.

- **EmblemHealth**, the health insurance provider, continued as Major Benefactor of Sean's Run.
- **FairPoint Communication** continued as the 5K sponsor.
- A color, multi-page Event Program was published as a tab insert to the **Register Star and Chatham Courier**; the papers continued as Media Sponsor.
- The Sean's Run has a **faceBook** page which proved to be useful in communicating with many friends of the event. Also, participants posted comments about their experience at Sean's Run.
- Youth development and substance abuse prevention organizations exhibited at the Prevention Education Expo set up in the gymnasium at Chatham High School prior to the start of the run/walk. They provided important information to teens and parents to help steer young people away from underage drinking and towards positive alternatives.
- 60 employees from First Niagara Bank volunteered to assist on both Saturday and Sunday and their help was greatly appreciated by the Committee.
- Berkshire area artist Tom Warner commissioned a special painting that he contributed to be used as a raffle prize. Also, long-time event supporters Chris and Randy Hahn and Patricia Niles contributed valuable raffle prizes.
- The Marathon Project, a mentoring and running program that partners at-risk teenagers with adult role models who are runners participated again. This program is sponsored by the Dutchess County of Addiction Prevention and Education (CAPE),
- Members of the Kinderhook Runners Club assisted with pick up at the conclusion of the races.

2010 Prevention Education Expo Exhibitors

Catholic Charities of Columbia and Greene Counties
 Chatham High School SADD
 Chatham Middle School SADD
 Choices 301
 Columbia County Sheriff's Department
 Columbia County Stop DWI
 Columbia Greene Community

College Cornell Cooperative
 Extension KB Chiropractic LEADD (Law Enforcement Against Drunk Driving) from Suffolk County, NY
 MADD, Capital Region
 Parents Who Host Lose the Most Remove Intoxicated Drivers (RID)
 Taconic Driving School
 Rip Van Winkle Tobacco Free Coalition
 Upper Hudson Planned Parenthood
 STARS Program



The World Championship Battle of the Belts

Why does Sean’s Run Care About Seatbelts and Teens?

Because the National Highway Traffic Safety Administration says:
Seat Belts Save Lives.

Teens have the highest fatality rate in motor vehicle crashes than any other age group. One key reason for high traffic fatalities among this age group is that they have lower safety belt use rates than adults. Safety belts saved more than 12,000 American lives in 2005. Yet, during that same year, nearly two-thirds (60 percent) of passenger vehicle occupants killed in traffic crashes were unrestrained. Sean French and Ian Moore, now paralyzed, were not using seatbelts, when the car they were riding in crashed on January 1, 2002.

Research has shown that lap/shoulder belts, when used properly, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and the risk of moderate to critical injury by 50 percent.

- The Sean’s Run Committee encouraged 20 schools from around the region to implement local Battle of the Belts, a fun and fast-paced seat-belt buckling contest designed to increase use of safety belts by teens.
- 19 teams from schools and youth organizations from around the region competed in the fifth World Championship Battle of the Belts at Sean’s Run.
- Columbia County Sheriff David Harrison and Chatham Village Police Chief Kevin Boehme assisted with producing the World Championship.
- **Rensselaer Honda** continued as the presenting sponsor of the World Championship Battle of the Belts

Place	Group	Team Name	Finish Time
Senior High Division			
1	Senior World Champions Fonda Fultonville HS Student Government	J.RAD	32.16
2	Berlin HS SADD	Team Buckle Up	34.18
3	Council on Addiction Prevention and Education	The Marathon Project	34.19
Junior High Division			
1	Junior World Champions Chatham MS SADD	Bucklin’ Babes	34.53
2	Chatham MS	The Fruitful Belt Ninjas	35.88
3	Lynch Literacy Academy, Amsterdam	The Mad Bucklers	39.69
Special Award Winners			
Best Team Name — Jr. High Division Schodack/Castelton Community Partnership – Safety Squad			
Best Team Name — Sr. High Division Germantown HS SADD – Belts R Us			
Loudest Cheering Section — Jr. High Division Chatham MS SADD – Bucklin’ Babes			
Loudest Cheering Section — Sr. High Division Amsterdam HS Peer Leadership Group			
Best Team T-shirts — High School Hoosick Falls HS Youth Summit – The Rumblers			
Best Team T-shirts — Junior High School Stissing Mt. Pine Plains – The Vipers			



9th Annual Sean's Run Promotion

Media coverage and Promotion expanded

- Thanks to the media sponsorship of the **Register Star** and the **Chatham Courier**, Sean's Run and all its associated activities was fully reported and advertised in our local newspapers.
- Our promotional campaign included distribution of professionally designed event brochures at First Niagara Bank branches across the region. First Niagara Bank also setup an event exhibit and displayed banners at the Chatham Branch.
- Advertising appeared in two running publications and at several running websites.
- We again utilized a roadside billboard to promote the event.

9th Annual Sean's Run 2010
presented by: **FIRST NIAGARA**

media sponsor: CHATHAM-COURIER Register-Star

RUN WITH YOUR FRIENDS.

ALL OF THEM.
We're ready for 1,500 entries so bring along all your walking partners and running buddies. Our 9th running continues to offer a charming course, many amenities, nice giveaways, event shirts to the first 1,500 entries, fun atmosphere, dedicated volunteers, generous sponsors and a special spirit all in support of an important cause. You will feel it. Register at www.seansrun.com.

**SUNDAY, APRIL 25 MEGHAN'S MILE-12:30PM
5K- 1:00PM CHATHAM HIGH SCHOOL**

2010 Sponsors
CHATHAM-COURIER Register-Star
EmblemHealth
Rensselaer HONDA
FairPoint communications
newkirk

EVERYONE'S A WINNER

9th Annual Sean's Run 2010
presented by: **FIRST NIAGARA**

**SUNDAY, APRIL 25
REGISTER AT WWW.SEANSRUN.COM**

WALK WITH US - BE BEAUTIFUL.
Walkers make up about 25% of our entries. Our 9th running continues to offer a charming course, many amenities, nice giveaways, event shirts to the first 1,500 entries, fun atmosphere, dedicated volunteers, generous sponsors and a special spirit all in support of an important cause. You will feel it. Register at www.seansrun.com.

**SUNDAY, APRIL 25 MEGHAN'S MILE-12:30PM
5K- 1:00PM CHATHAM HIGH SCHOOL**

2010 PREMIUM SPONSORS
CHATHAM-COURIER Register-Star
Rensselaer HONDA
EmblemHealth
FairPoint communications
newkirk

2010 GOLD METAL SPONSORS
GLASS
TOWNSEND PARKING
Chatham's Shops
Team Warner Watercooler
WaterCheck

WALKERS ARE BEAUTIFUL

EmblemHealth **newkirk** **FairPoint communications** **Rensselaer HONDA** **CHATHAM-COURIER Register-Star**

2010 Event Images and T-Shirts



Sean's Run Organizing Committee

2010 Officers

- Jeff French, Chairman
- Carol Goold, Vice Chairman
- Jenna Frederick, Student Liaison, CHS Class of 2010
- Joanne Doyle & Tammi Menegio, Co-Treasurers
- Mark D. French, Secretary

Honorary Board of Directors

- The Honorable Stephen Saland, Senator, New York State Senate
- Kevin Boehme, Chief of Police, Chatham Village Police Department
- Jay Cahalan, Chief Operating Officer, Columbia Memorial Hospital
- Shari Franks, Recreation Director, Town of Chatham
- Ryan Behrens, CHS Class of 2011
- Jay Moore, Ian's Dad
- Dan Tuczinski, Attorney at Law
- Emily Kinnicutt, CHS Class of 2011
- Michele Kraham, Founders Group, Sean's Run

Committee Members 2009-10

- Phillip Abitabile
- Stacey & Jean Dunbar
- Camille & Jerry Freedner
- Lee French
- Beth Hover
- Jim & Judy Matthews
- Steve Nieto
- Julie & Vern Oehlke
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- Kim Seabury
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