



FOR IMMEDIATE RELEASE:

Running Start Takes Sole Ownership of Elect Her Program

Founded in 2007, Running Start Has Trained More than 10,000 Young Women

Wednesday, November 16, 2016—Washington, DC—Since 2009, **Elect Her** has trained **7,500** college women to run for student government. **Running Start**, a national nonpartisan, nonprofit organization located in Washington, DC, has just transitioned from partnering to taking sole ownership of the program. Elect Her was developed with **AAUW**, the American Association of University Women. Running Start credits a generous **\$100,000** grant from **the Coca-Cola Foundation** with making this change possible.

“We are so excited to take on the whole scope of Elect Her as we grow the program,” said Running Start’s President and Founder, **Susannah Wellford**. “This allows us to plan a smart, strong expansion of Elect Her. We thank AAUW for working with us on the program over the years and for making this a smooth transition.”

Elect Her is a daylong workshop that trains 1,750 college women at 50 colleges each year in the practical skills they need to lead on campus. It has been held at **86** schools and in **36** states (as well as in Mexico and Jamaica), for a total of **225** workshops. About **50%** of participants and **50%** of trainers are women of color and **99%** of 2015 participants reported that they would recommend Elect Her to a friend. Of the 2015 participants who reported running for student government office, **76%** won their elections.

Elect Her addresses a leadership gender gap in colleges and universities that continues in the halls of government. Congress is less than **20%** women and more than **50%** of Congresswomen participated in student government. Elect Her addresses the lack of parity in campus leadership and trains young women in the skills they can use to run for public office. Running Start works to build the pipeline of women candidates and Elect Her plays a crucial role in that effort.

“As a young woman who has personally seen what Elect Her can do, I am thrilled that Running Start will use this opportunity to bring it to even more young women,” said **Allyson Carpenter**, alumna. After participating in Elect Her, Allyson ran for Advisory Neighborhood Commissioner in Washington, DC and became the city’s youngest-ever elected official. This year, she became the first woman elected President of Howard University’s Student Association. “I can’t wait to see what Running Start can do with Elect Her moving forward!”

“At Coca-Cola, we are investing in and supporting programs that empower women and girls” said **Katherine Rumbaugh**, Vice President of Government Relations, Coca-Cola North America. “Through programs like Running Start we can help empower young girls and women to reach their dreams.” Thanks to Coca-Cola, Running Start can continue to create a movement of young women with the skills to confidently take on leadership positions at their colleges and universities who also know that they are qualified and ready to seek public office.

In partnership with the **National Campus Leadership Council**, Running Start will hold an **Elect Her Summit** February 17-19, 2017, in Washington, DC, to celebrate relaunching the program. The Elect Her Summit will bring together women in college student government to reinforce their leadership and build a network of women ready to lead in politics.

Running Start is a nonpartisan, nonprofit organization dedicated to training young women to run for political office. Find Running Start on Twitter [@runningstart](https://twitter.com/runningstart), on Facebook at facebook.com/runningstart, and on the web at www.runningstartonline.org.

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PROGRAM PHOTOS

Available on Twitter: bit.ly/ElectHerPhotoLink.

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