

Contact:

Endless Mileage
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**Sports Bra Saturday launched in partnership with TrackTown USA to collect Recovered Running donations**

EUGENE, OR – In continuation of the Endless Mileage Project's commitment to foster sustainable environments and inspire the next generation of track and field athletes to break barriers, the organization will hold a collection effort in partnership with TrackTown USA on Saturday, July 8, dubbed Sports Bra Saturday.

The Endless Mileage Project has already collected and distributed thousands of pieces of new and gently used athletic gear to community organizations in need through Recovered Running.

Now, the public will be able to contribute items for donation during the USATF Outdoor Championships outside Hayward Field. Thanks to a partnership with TrackTown USA, the facilitation of those donations is able to occur on Saturday, July 8 at **Powell Plaza** on the corners of 15th and Agate streets. The collection bin will be available from 9 am Pacific time until 8 pm Pacific time.

Our outreach over the last few months has made it clear that there is one item in particular that could have a truly significant impact on getting and keeping young athletes in the sport, and that item is the sports bra. That is the focus of this donation drive. It is reported that by the age of 14, girls drop out of sports at two times the rate of boys. By ensuring more adequate gear availability for girls, the Endless Mileage Project aims to lower that barrier to enter and remain in the sport.

While the most immediate need is for sports bras, fans are encouraged to donate any new or gently used athletic gear, which will get redistributed to middle and high schools across the state of Oregon as well as community track and field groups in need.

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About the Endless Mileage Project

The Endless Mileage Project is a 501(c)3 non-profit founded in 2022 by Olympian Ben Blankenship that fosters sustainable environments and programming that inspire the next generation of track & field athletes to break barriers. Learn more about the organization [here](#). To help support the efforts of the Endless Mileage Project, donate [here](#).

About TrackTown USA, Inc.

TrackTown USA, Inc. is a non-profit organization committed to setting a standard of excellence in hosting premier track and field events, creating a supportive environment for elite athletic performances, being a leader in sustainable sport practices, and inspiring the next generation of track and field athletes and fans. The organization was responsible for organizing the 2014 IAAF World Junior Championships, the 2015 and 2022 USATF Outdoor Championships, the 2016 IAAF World Indoor Championships in Portland, and the 2016 and 2020 U.S. Olympic Team Trials—Track & Field. In partnership with USA Track & Field, the organization brought the 2022 World Athletics Championships to the United States for the first time. TrackTown delivers the Wanda Diamond League's recurring Prefontaine Classic, recognized as one of the world's best track and field meets.