



Media Contacts:
Radhika Hira
radhika@cupids.org

Caitlin Kizielewicz
caitlin@cupids.org
412.554.0074

More than 14,000 Runners to Drop Their Pants for a Good Cause

Cupid's Undie Run returns for its eighth year to raise awareness of neurofibromatosis

This February 10, 17 and 24, runners in 30 cities across the United States and 17 additional cities globally, will strip down to their skivvies to raise awareness of neurofibromatosis (NF) during the eighth annual **Cupid's Undie Run**. Recognized as the nation's largest pantless party and mile-ish run for charity, Cupid's Undie Run gives participants the opportunity to take off the usual weekend wear, show their support for the NF community and fundraise, with 100% of net proceeds funding research through their partner, the Children's Tumor Foundation (CTF).

Chad Leathers and co-founders Brendan Hanrahan and Bobby Gill, set off on a mission to raise awareness and donations to CTF after Chad's brother, Drew, was diagnosed with NF, a genetic disorder that causes tumors to grow on nerves throughout the body and may lead to blindness, deafness, bone abnormalities, disfigurement, learning disabilities, disabling pain, and cancer. Determined to help Drew, Hanrahan and Gill rallied alongside Leathers to create an event that would support NF research while taking a nontraditional yet fun approach to fundraising.

"NF is relatively common, occurring once in every three thousand people, but those who are impacted by NF didn't have the support of a large national fundraiser," said Hanrahan. "Over the years, Cupid's Undie Run has filled that void and is probably the most fun you could have at a charity event."

In 2010, after just 30 days of planning, the first Cupid's Undie Run was held in Washington, D.C. with more than 650 runners and six-feet of snow. The event raised \$10,000.

Since then, Drew's legacy and the fight to end NF carries on and continues to inspire those affected by NF worldwide. As the enthusiasm for the event and passion for the cause continued to grow, the co-founders saw the opportunity to make the run a part of a non-profit. In 2012, Cupid's Charity became a recognized 501(c)(3) non-profit, and since its inception, has raised more than \$14.5 million.

"Cupid's Undie Run started as a small event to help a friend and has grown into a global fundraising phenomenon that includes the support of the entire NF community with a mission to end NF," said Hanrahan.

Each year, dozens of passionate volunteers help organize Cupid's Undie Run across the globe and gather with friends and family to dress up, or down, in costumes, tutus, capes, and more to celebrate their fundraising efforts to #EndNF. Cupid's Undie Run is made possible by the willingness of these do-gooders to bare it all as well as the charity's national partners, including **TomboyX** underwear, **Bombas** socks and **Sidebar** sunglasses.

This year, Cupid's Undie Run will take place in Atlanta, Austin, Baltimore, Boise, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Indianapolis, Jacksonville, Los Angeles, Miami, Minneapolis, Nashville, New York City, Orlando, Philadelphia, Pittsburgh, Raleigh, San Francisco, St. Louis, St. Petersburg, Virginia Beach, Washington, D.C., and 17 cities in Australia.

About Cupid's Undie Run

Cupid's Undie Run is the nation's largest pantless party and mile-ish run for charity that funds research through their partner, the Children's Tumor Foundation (CTF) to find effective treatments for the millions of people worldwide living with neurofibromatosis (NF). Held in more than 47 cities globally, the event combines a pre-race party, a one mile-ish undie run and an after-party and is made possible by Cupid Charities dba Cupid's Charity, a nationally recognized 501(c)(3). In 2010, founders Chad Leathers, Brendan Hanrahan, and Bobby Gill set off on a mission to raise awareness and donations to CTF after Chad's brother's diagnosis of NF. To date, Cupid's Undie Run has raised more than \$14.5 million.