



KIMBERLEY DRISCOLL
MAYOR

CITY OF SALEM, MASSACHUSETTS
PARK, RECREATION & COMMUNITY SERVICES
5 BROAD STREET, POST OFFICE BOX 465
SALEM, MASSACHUSETTS 01970
TEL. (978) 744-0180 OR (978) 744-0924
FAX (978) 744-7225
DBOLLEN@SALEM.COM

DOUGLAS J. BOLLEN
DIRECTOR

January 26, 2011

Dear RRCA,

On behalf of the City of Salem and Mayor Kimberley Driscoll, I respectfully request your consideration in naming Salem, MA as a RRCA running friendly community. As the Director of Parks & Recreation for ten years, one of my proudest accomplishments has been to help ignite the local running boom that continues strong today.

While Salem is world re-known for its storied Witch Trials, locally we have become equally as well known as one of the premier running towns in the Massachusetts North Shore area, thanks to a wide variety of clinics, clubs, special events and races for runners of all ages and abilities.

Even non-running residents of the City recognize the strong running culture that exists in Salem, as demonstrated by the hundreds of runners that can be seen on any given day, at all times of the day, running the streets and paths of our city. There are many great local routes from the dirt path encircling the ¼ mile Salem Common, to historic and flat Derby Street, to the scenic Salem Willows Park and the rolling scenic coastal neighborhoods surrounding it.

The Wicked Running Club, of which I am co-founder, makes its home in Salem and hosts several weekly group runs including Monday nights, Tuesday and Thursday mornings, Thursday evenings and its signature group run each Saturday morning which meets at Forest River Park. This weekly run, recognized by an official City sign that reads: "The Wicked Running Club Meets here every Saturday at 8:00am", leads to a nearby recreation path offering a hard packed flat trail surface for runs of distances up to 10 miles through the neighboring city of Marblehead. In seven years this club has grown to over 300 members, and has added its own signature race, the Frosty Four Miler, on New Years' morning. (www.wickedrunningclub.com). The Wicked Running Club also offers yearly scholarships to track athletes continuing their education.

Additional City sponsored running activities include but are not limited to:

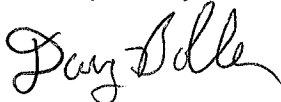
- Multiple seasonal running clinics for ages from youth to adults, appealing to all levels from beginners training for our Derby Mile one mile summer race, to half and full marathon clinics
- Summer Youth Track Club which attracts more than 50 kids a year, including a end of season track meet
- Free movie nights open to local runners and Clubs, featuring movies such as Fire on the Track, a Steve Prefontaine documentary, Sprit of the Marathon, a Chicago Marathon documentary, and Run for Your Life, the story of Fred Lebow

- Free community speaker series featuring speakers such as famous sports nutritionist Nancy Clark
- All ages track meet held each summer at the Salem High School track
- Wicked Kidz ½ and full mile run at Forest River Park in cooperation with the Wicked Running Club, attracted hundreds of young runners each year
- Salem Road Race Series, no cost to participants, which offers runners the incentive of completing six Salem races over the year, resulting in a commemorative jacket or sweatshirt. This series highlights the wide variety of running options Salem has to offer from our tough and hilly Olde Salem Greens cross country 5k to the flat and fast Derby Mile to the Wicked Half Marathon (information on the race series attached)
- Our signature race, the Wild Turkey 5 Mile Run on Thanksgiving Day, which benefits youth programs at Salem Park & Recreation and the Boys & Girls Club. This race has become the largest running event on the North Shore, with more than 1,500 participants in 2010. As one of the first local races to offer technical running shirts, it is difficult to attend any race in the greater Boston area without seeing multiple Wild Turkey 5 Mile Run shirts in the crowd
- The Community Services building that houses Salem Park & Recreation is the host for monthly board meetings of the Wicked Running Club, bag stuffing and pick up for many local races (both city sponsored and otherwise), as well as a resources for information on races, clinics and membership to the Wicked Running Club.
- Salem races and related running information is highlighted on a local running website, www.salemroadraces.com, which attracts hundreds of hits per day at peak times
- January 2010, we introduced the first ever North Shore snowshoe race at Olde Salem Greens golf course, which attracted 200 entries, making it the largest snow shoe race in New England and second largest ever in the Northeast. This race feeds directly off of the running culture that has been created in Salem.

It is simply amazing how running has blossomed over the past decade in Salem. When I joined the City in 2002, there was one city-sponsored race. Currently, there are more than a dozen races with the potential for 6-10 additional events in the coming year. The Wicked Running Club membership has surpassed 300 members, and we have hundreds more that regularly participate in our winter, spring, summer and fall running clinics and special events. Many local businesses have embraced regular sponsorship of our running events, and we have a long list of residents and community groups who regularly volunteer at our races, showing how the entire community has embraced the sport of running.

Being named an RRCA running friendly community would be a great acknowledgement to the many runners who have helped to rank Salem as one of the top running destinations in the area.

Thank you for your consideration.



Doug Bollen
 Director
 Park, Recreation & Community Services