



HEROES 6K RACES

Join the Movement. Run the Race. Break the Stigma.

Each race benefits a local charity that supports the cause of recovery from addiction or mental illness.

The History of the Heroes 6K

In 2011, during National Recovery Month, Heroes in Recovery hosted its first-ever 6K run in Leiper’s Fork, Tennessee, as a way to inspire a sense of community in the Nashville area. It sold out, with 250 participants and nearly 100 volunteers showing up to enjoy the sober fun. The idea took off. Since that inaugural event, Heroes has held races in cities across the United States. Florida, California, Georgia, Colorado and Tennessee all host annual Heroes 6Ks, with the number of races—and participants—growing each year. Why a race? Because it’s an event that supports a healthy lifestyle and good clean fun. It’s also a way to get communities involved and to educate them about addiction and recovery.



Atlanta | Santa Monica | Memphis | Malibu
Nashville | Palm Springs | San Francisco

Heroes 6K races prove that you can be sober and have a fun, active lifestyle.

Healthy Competition & Family Fun

After that first event in 2011, Heroes held six races in 2012. That number grew to seven in 2013, and the inaugural South Florida race drew a record-breaking number of almost 600 participants. Each event includes medals for the finishers and awards for the top male and female overall winners as well as winners in each age category (divided in

five-year increments). Races also include food and family-friendly fun, which may come in the form of a caricature artist, balloon artist or live music. Each race also raises funds for a local charity that supports recovery from addiction or mental illness. Past beneficiaries have included The Next Door in Nashville, Serenity Recovery Centers in Memphis, Soroptimist House of Hope in Palm Springs and Phoenix Multisport in Denver.

The Reason Behind the Races

What does running have to do with recovery? Individuals in recovery are looking for positive activities they can do to restore their health and keep busy. Even if they don't become regular runners, Heroes 6Ks provide an opportunity for everyone to get outside, do something healthy and meet others on the same road. For some in recovery, running actually becomes a form of therapy, a time to regroup and refocus. But these races aren't just for the recovery community. They accomplish a dual purpose. In addition to supporting those in recovery, they also create awareness of the need for treatment. It's a platform that can be used to get the word out about Heroes in Recovery and overcome stereotypes about addiction. People who don't know about the Heroes movement may hear about the race and choose to participate thanks to advertising or by word of mouth within the race community. It's important to spread the word because there is still a stigma attached to terms like "addiction" and "recovery." These races provide a perfect opportunity to educate the community about what recovery really looks like and how heroic it is to choose to stay clean and sober each day.

The race's length corresponds to the six letters in HEROES. It is also one kilometer more than the well-known 5K length to represent the extra effort it takes to live a life in recovery.

About Foundations Recovery Network

Foundations Recovery Network is recognized as the premier leader in integrated treatment for co-occurring addiction and mental health concerns. Our award-winning model combines evidence-based addiction treatment with innovative therapies for emotional and mental health to address co-occurring disorders effectively. Results demonstrate that FRN patients are twice as likely to maintain sobriety one year post-treatment as compared those who attend traditional programs.

Why a 6K?

We're all familiar with the 5K race format. Several members of the Heroes in Recovery team are avid runners and participate regularly in all types of races. They chose a 6K for several reasons. First, this allows each

kilometer

of the race to represent one of the six letters in the word HEROES. A unique length would also draw runners who were eager to log a new personal record. But most of all, the extra kilometer represents the extra effort it takes to live a life in recovery. Heroes 6K races bring together all kinds of people because we have all been touched by addiction and mental health issues in some way. These 6Ks are a great place to share stories, engage in a healthy activity and gain a new perspective.

