



# UPWARD SPORTS LAUNCHES FIRST ADULT SPORT: UPWARD RUNNING



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Upward Sports, the world's largest Christian youth sports organization, is making history with the launch of **Upward Running**, its first-ever adult sports program. This new offering gives adults the chance to grow spiritually, achieve personal milestones, and build meaningful community through running and walking.

For nearly 30 years, Upward Sports has inspired millions of children and families through sports, fostering spiritual growth and a deeper relationship with Christ. With Upward Running, the mission expands to include adults of all ages and fitness levels, empowering them to run or walk with purpose while strengthening their faith and building meaningful community.



With Upward Running, we're building a Christ-centered community where adults can strengthen *both* their faith and fitness. For churches and individuals alike, it's about more than running—it's about embracing a God-driven journey toward purpose.

**KEVIN DRAKE**  
EXECUTIVE DIRECTOR

Upward Running is designed for every adult—from first-time walkers to seasoned marathoners. Key features include the brand-new RunClub App, proven training plans for all levels, spiritual encouragement through Christ-centered devotions, seamless communication tools to stay connected and motivated, and a supportive community of like-minded individuals.

***"We've seen how sports bring people together and strengthen their faith. Upward Running extends that same connection to adults, whether they're crossing their first finish line or aiming for their fastest race."*** TRAVIS VAUGHN | Director of Market Research

In addition to being available for **individuals**, Upward Running provides **churches** with a unique opportunity to launch adult sports ministries through a 5K Challenge or Training Groups. "Running is the easiest sport to start at your church—you don't need a field or a court, just one passionate leader to inspire and unite a community," said Drake.

## About Upward

Established in 1995, Upward Sports is the world's largest Christian youth sports provider. The mission of the organization is to promote the discovery of Jesus through sports. Upward Sports equips churches to run sports ministries in their community. Today Upward Sports serves hundreds of thousands of participants annually through their clinics, camps, and leagues. The organization is best known for its youth basketball but also offers soccer, flag football, cheerleading, volleyball, baseball, softball, and running. To find a place to play or to learn more about running a sports ministry at your church visit us at [Upward.org](https://upward.org). Learn more about Upward Running at [Upwardrunning.com](https://upwardrunning.com).