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Seaside's annual Beach Run has new organizers

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Donald Allison



Runners compete in a previous Beach Run. The 43rd-annual Beach Run happens on July 26th.

Sunset Family Fitness owners John Cooney and Michelle Brannon are organizing Seaside's 43rd Annual Beach Run on Sunday, July 26, and they said they have expanded the event to include both 5K and 10K Beach Runs, a 5K Prom Walk, and a "Kids Sand Dash and Treasure Hunt."

Brannon said Seaside Lifeguards Ralph and Betty Davis created the Beach Run in 1966, and soon after the Seaside Chamber of Commerce and Seaside Boosters took over organizing the event.

"The mantle was later passed to the Sunset Empire Park and Recreation District, and most recently, to the Seaside Downtown Development Association," Brannon said. "When we were approached by the SDDA with the idea of taking on the Beach Run, we were eager to offer our support of this family-friendly event that promotes personal wellness and community pride."

Brannon said the event would wrap up with a "Thank You" picnic and awards ceremony. She said Keith Chandler of Seaside Aquarium has volunteered to layout the course for the Beach Run again this year, with all running events held entirely on the beach and beginning and ending at the 12th Avenue/N. Prom beach access.

"Although I get home as much as I can to help, there is no way that we could have taken on this project without the support that we are receiving from local businesses and individuals who have come forward – and we're very grateful," Brannon said. "John, who serves in the U.S. Coast Guard, is stationed away from home in California, and he appreciates the community support of the event."

Brannon said Sunset Family Fitness would be donating access to their facility to Clatsop County high school students, with net proceeds from the Beach Run used to partially offset operational and administrative costs.

"Major event sponsors have volunteered their services and have made significant financial contributions that help offset the cost of supplies and organization expenses," Brannon said. "The current major sponsors are CalComm Stations, LLC (Music Matters 94.9 FM and 840 AM Gold), the Law Offices of Campbell & Popkin in Seaside, Halo Electric in Seaside, the Seaside Pet Clinic, and the Seaside Aquarium."

John Chapman of CalComm Stations said they are excited to sponsor the event and hope to continue to sponsor it for many years to come.

"The Seaside Beach Run is a great way for all ages to get out and express themselves among their family, friends and peers, while taking time out to enjoy a healthy, fun, and challenging event on our beautiful beaches," Chapman said.

Brannon said people wanting to participate in any of the Beach Run events can pick up registration forms from any event sponsor or register online at www.active.com and searching for "Seaside Beach Run." Additional information is available by calling Sunset Family Fitness at (503) 738-8304.

There are also running groups getting ready for the Beach Run; one at Sunset Family Fitness, and one run by Kimberly Hendrickson that is prepping for the beach walk, 5k, and 10k.

Hendrickson's running group meets at 5:30 p.m. on Tuesdays at 12th Avenue and N. Prom. The walking group meets at 10:30 a.m. on Wednesdays and at 6:30 p.m. on Sundays at the same location. Additional information is available by calling Hendrickson at (503) 338-8883, or by emailing her at hendricksonkm@yahoo.com.

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