
CAMPAIGN PLANBOOK



**Prepared by: Cara Steves, Claire
Ceccoli & Cassandra Dasco**

PRL 376
April, 2024

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MEET THE TEAM



Cara Steves

Cara is a junior from Clarkston, Michigan. She is dually enrolled in the S.I. Newhouse School of Public Communications and the Maxwell School of Citizenship as a public relations and policy studies student with a minor in Information Management and Technology. She hopes to use her passion for storytelling to build relationships between brands and their audiences.

Claire Ceccoli

Claire is a junior from Sandusky, Ohio. She is dually enrolled in the S.I. Newhouse School of Public Communications and College of Arts and Science as a public relations and psychology student. She hopes to work for nonprofit organizations or in corporate social responsibility in her future career endeavors.



Cassandra Dasco

Cassandra is a junior from Hingham, Massachusetts. She is dually enrolled in the S.I. Newhouse School of Public Communications and the Whitman School of Management as a public relations and finance student. She hopes to work in investor relations and financial communications.

EXECUTIVE SUMMARY

#HOKAHeard recognizes that having a support system and community can significantly improve mental health. This two-part campaign seeks to empower humans to **fly higher together.**

To help you fly, HOKA wants to help every human to feel their best not only physically through the shoes we offer, but also mentally by creating a community that supports you.

HOKA is embarking on a new partnership with nonprofit organization Still I Run for the 2025 L.A. Marathon. Still I Run is a nonprofit organization that aims to end the stigma around mental illness and promotes running as a way to improve mental health.

Each year over 20,000 people run the L.A. Marathon for a charity to raise awareness and donations. HOKA is encouraging people to register under *Team Still I Run* for this marathon. Those who do so will be given a free pair of HOKA running shoes, a virtual running coach to assist with training and a virtual fundraising coach to help raise money for Still I Run.

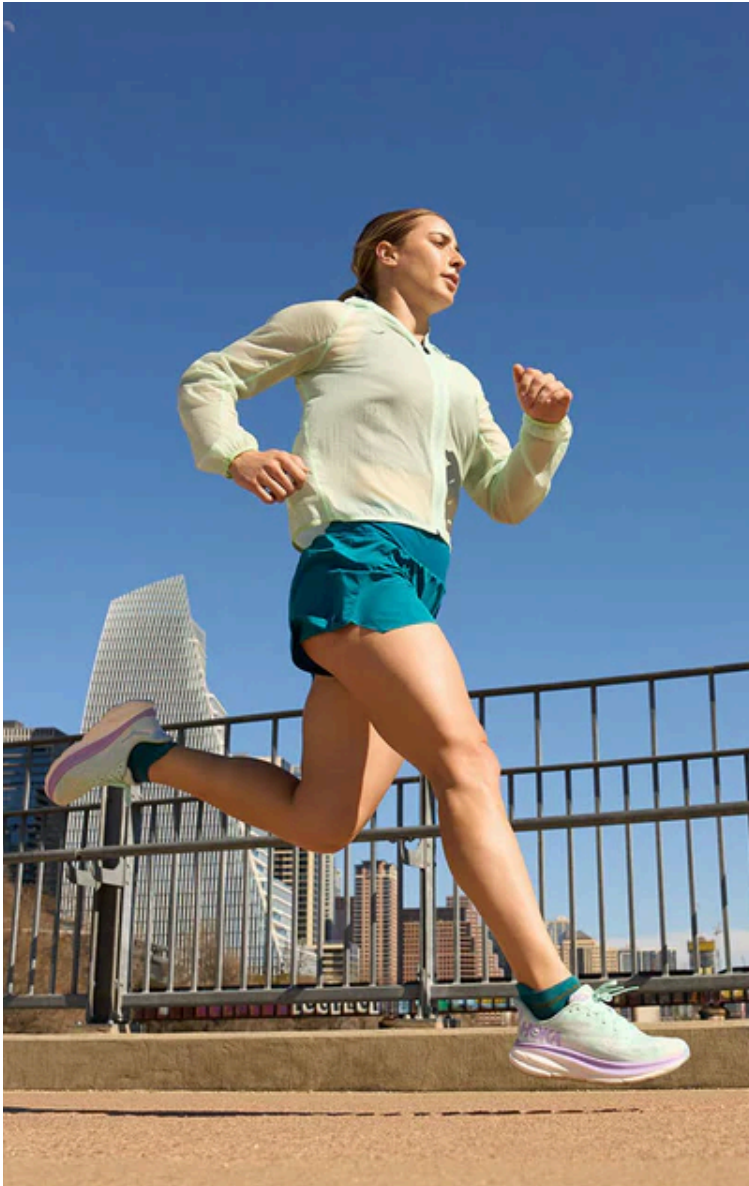
For those in the HOKA community not running with Team Still I Run, athletes are still encouraged to join the conversation on Instagram and share how running has improved their mental health to break the stigma through the **#HOKAHeard**. Posting under #HOKAHeard provides a chance to be featured on HOKA's social media platforms.

#HOKAHeard is here to combat isolation and loneliness by providing support, encouragement, and most importantly, **community**, to marathon runners and everyday HOKA fans alike.

**So fly with us. Because we see you. We support you. We hear you.
#HOKAHeard.**

AUDIENCE PERSONA

Chelsea Smith, HOKA Customer



Demographics

- **Age:** 23 years-old
- **Income:** Middle
- **Occupation:** Grad-student and holds part-time job
- **Location:** Los Angeles, C.A.

Psychographics

- **Passions:** Exercise, running, wellness, mental health awareness
- **Tendencies:** Academic and career oriented
- **Personal life:** Recent post-grad

Media Preferences

- **Digital:** TikTok and Instagram
- **Traditional:** New York Times app and NPR Podcast
- **Influencers:** Eli Rallo

PESO STRATEGY

Following the PESO strategy, HOKA planned engaging media content that will promote the campaign and target the audience across various platforms. Content and key performance indicators to measure success will be outlined in the following pages.

PAID

Print Ad, Instagram Ad

EARNED

Press Release

SHARED

Instagram Question,
Instagram Poll

OWNED

Webpage, Blog Posts,
TikTok/Instagram Reel,
Email Blast

PAID

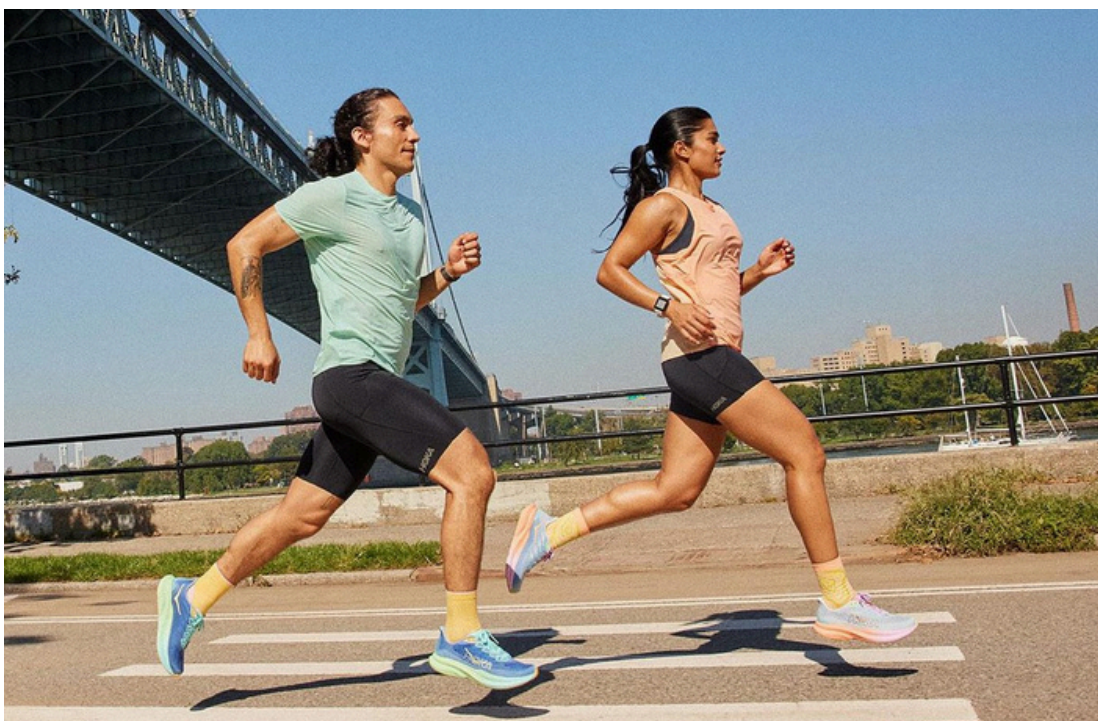
Below are the paid media tactics and key performance indicators (KPIs) for the #HOKAHeard campaign.

Print Ad

The print ad will engage with the running community and drive traffic to the HOKA website. The KPIs will be reach and engagement.

Instagram Ad

The Instagram ad will spread awareness of the #HOKAHeard campaign and increase brand awareness. The KPIs will be likes and comments. .

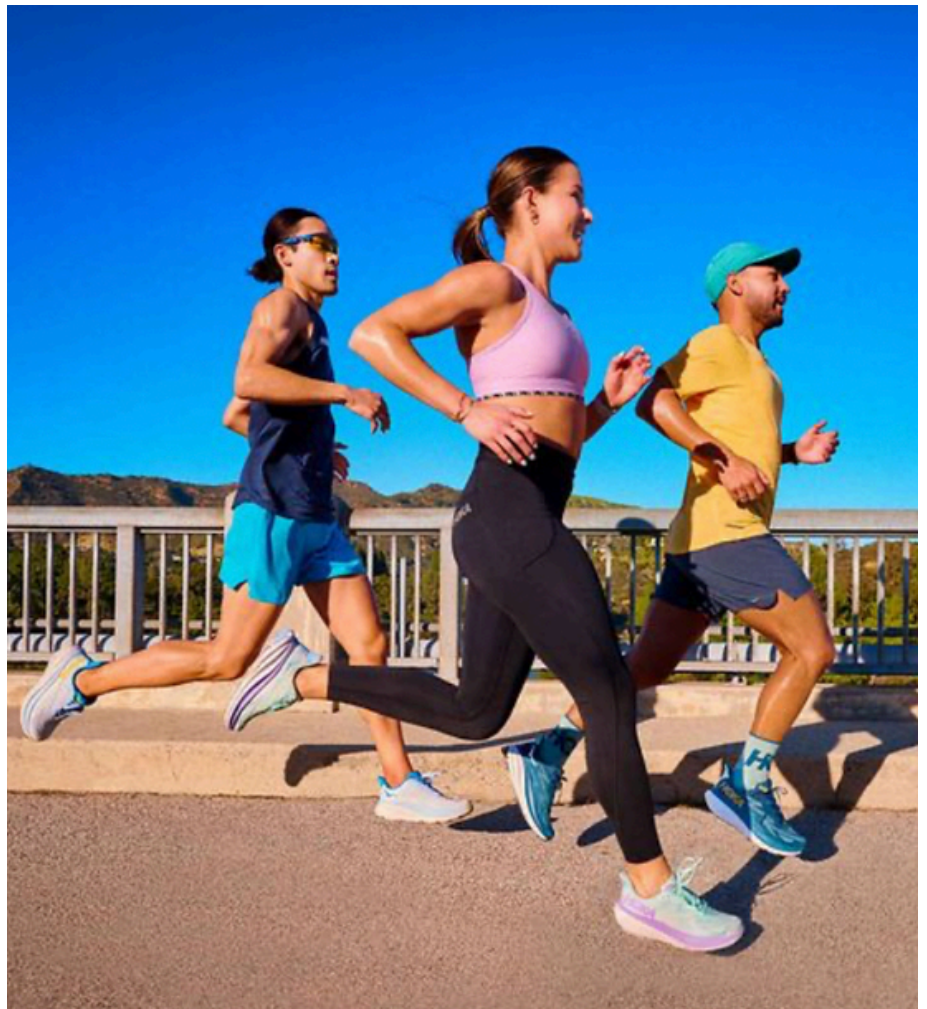


EARNED

Below are the earned media tactics and key performance indicators (KPIs) for the #HOKAHeard campaign.

PRESS RELEASE

The press release will launch the campaign and inform audiences of what is taking place with HOKA's collaboration with Still I Run. The KPIs will be share rate and click-through rate.



SHARED

Below are the shared media tactics and key performance indicators (KPIs) for the #HOKAHeard campaign.

INSTAGRAM QUESTION

The Instagram Question will increase brand engagement. The KPIs will be reach and comments.

INSTAGRAM POLL

The Instagram Poll will increase brand engagement. The KPIs will be answers and click-through-rate



OWNED

Below are the owned media tactics and key performance indicators (KPIs) for the #HOKAHeard campaign.

WEBPAGE

The webpage will include all informational content. The KPIs will be conversion rate and bounce rate.

BLOG POST

The blog post will increase brand awareness. The KPIs will be click-through-rate and views.

EMAIL BLAST

The email will announce the campaign, get people to sign-up for the marathon with Still I Run and to collect stories about running and mental health to be featured on HOKA's blog. The KPIs will be open rate and conversion rate.

TIKTOK/INSTAGRAM REEL

The video will spread awareness about the campaign's cause and create a sense of community in the campaign. The KPIs will be engagement rate and conversion rate.

CONTENT CALENDAR

Platform	Dating	Post Topic or Title	Post Content or Caption	Keywords(s)	Hashtags
Press Release					
	11/3/24 8 a.m.	HOKA Collaborates with Still I Run for LA Marathon, Urging Audience to Share Mental Health Stories	Introduces the details of the campaign, collaborations with influencers, Still I Run collaboration, and social media hashtag	Mental health, running, marathon training, training	#StillRun #HOKAHeard
Email Blast					
	11/3/24 8 a.m.	StillIRun x HOKA LA Marathon	To announce the campaign HOKA will send an email to all subscribers. The email will include information about HOKA's partnership with Still I Run and their cause. It will also encourage recipients to run the LA marathon on the Still I Run team, detailing that runners will receive a free pair of shoes and two coaches to help them during training. There will be a link to sign-up to join the team. Additionally, the email will invite subscribers to share their running and mental health stories, for a chance to be featured on HOKA's blog.	Mental health, running, Still I Run,	#StillRun #HOKAHeard
Website					
	11/3/24 12 a.m.	#HOKAHeard Campaign	This website page will explain the campaign, the benefits, introduce the nonprofit and host a blog style story.	mental health, running, marathon training	#StillRun #HOKAHeard
	11/3/24 12 a.m.	Why I Run (Insert Name of Runner #1)	BLOG 1: will feature a story of someone who has found community and mental health relief through running.	mental health, running, training, marathon training	#HOKAHeard #community
	11/7/24 12 a.m.	Why I Run (Insert Name of Runner #2)	BLOG 2: will feature a story of someone who has found community and mental health relief through running.	mental health, running, training, marathon training	#HOKAHeard #community
	11/10/24 12 a.m.	Why I Run (Insert Name of Runner #3)	BLOG 3: will feature a story of someone who has found community and mental health relief through running.	mental health, running, training, marathon training	#HOKAHeard #community
Instagram					
	11/6/24 10 a.m.	Infographic #1	The infographic will include information about the benefits of running for mental health. Hear stories about how running has impacted the mental health of our HOKA community for the better (link to blog here)	Mental health, running	#HOKAHeard #StillRun
	11/10/24 12 p.m.	Instagram Questions	<u>HOKA Hears You! Why do you run?</u>	n/a	#HOKAHeard
	11/11/24 12 p.m.	Instagram Quiz	By participating in daily physical activity, there is a _____ lower risk experiencing depression and dementia (20-30%).	physical activity	#HOKAHeard
	11/10/24 10 a.m.	Instagram ad	Photo of Kate Glavan with caption stating "I run to push the limits of what I thought possible for myself both mentally and physically." - @kateglavan Click the link in our bio to read Kate's story and share your own motivation for running to be #HOKAHeard."	Mental health, training, running, limits, marathon training	#HOKAHeard
	11/10/24 5 p.m.	Instagram reel	Journey and how running has played a positive role in that. At the end of the video, he/she will encourage viewers to share their story using the hashtag #HOKAHEARD.	mental health, running, Still I Run	#HOKAHeard #StillRun
	11/13/24 10 a.m.	Infographic #2	The infographic will include information on how to prepare for a marathon mentally and physically. It will also link the sign-up to the Still I Run team and explain the coaching benefits you will have access to when you join.	Marathon training, LA marathon, StillIRun, mental health, running	#HOKAHeard #StillRun
Print Ad					
	11/5/24 8 a.m.	Print ad	Action shot of runner with text that states "Why I Run. Scan to Learn More."	Mental health, running, marathon	
Influencer Relations					
	11/10/24 10 a.m.	Influencers sharing HOKA stories	Influencers share their stories in a video of why they run and how running has benefited them mentally and physically. They should encourage others to share their	mental health, marathon,	#HOKAHeard
Facebook					
	11/6/24 10 a.m.	Infographic #1	The infographic will include information about the benefits of running for mental health. Hear stories about how running has impacted the mental health of our HOKA community for the better (link to blog here)	Mental health, running	#HOKAHeard #StillRun
	11/13/24 10 a.m.	Infographic #2	The infographic will include information on how to prepare for a marathon mentally and physically. It will also link the sign-up to the Still I Run team and explain	Marathon training, LA marathon,	#HOKAHeard #StillRun
TikTok					
	11/10/24 5 p.m.	Instagram reel	HOKA will post a short-form video on Instagram and on TikTok of one of the leaders of the Still I Run marathon team speaking about his/her mental health journey and how running has played a positive role in that. At the end of the video, he/she will encourage viewers to share their story using the hashtag #HOKAHEARD.	mental health, running, Still I Run	#HOKAHeard #StillRun



CENTRAL MESSAGE

“ Mental health can be a long, dark and isolating journey for those it impacts. **#HOKAHeard** is here to combat that, providing support, encouragement, and most importantly, community, to marathon runners and everyday HOKA fans alike.

HOKA seeks to inspire runners to register for the LA Marathon under Team Still I Run. For our non marathon runner HOKA fans, we encourage you to share your mental health stories under the **#HOKAHeard**.

In the spirit of flying higher **together**, HOKA and Still I Run are joining forces to not only get more people running, but to provide a safe community that welcomes, accepts and empowers you to fly no matter where you are in your journey.

So fly with us. Because we see you. We support you. We hear you.
#HOKAHeard.

”

KEYWORDS

Mental Health and Running

Marathon

Half Marathon

Mental Health Awareness

Community

Training

Marathon Registration

Running Nonprofits

Running

Mental Health and Exercise

L.A. Marathon

Running Communities

#HOKAHeard

KEY MESSAGES

WHAT IS STILL I RUN?

Still I Run is a nonprofit that aims to end the stigma around mental illness and promotes running as a way to improve mental health. Still I Run offers support and encouragement to runners experiencing their own mental health journeys, including programming such as virtual and in-person events for runners to meet up and run together and scholarship opportunities to provide mental health resources to the Still I Run community.

HOW IS HOKA PARTNERING WITH STILL I RUN?

HOKA and Still I Run are joining forces to not only get more people running, but to raise awareness on mental health through #HOKAHeard. #HOKAHeard involves a HOKA partnership with Still I Run for the LA Marathon.

This year for the L.A. Marathon, Still I Run is one of the charities that can be run for. HOKA is encouraging runners to join Team Still I Run to raise money for this organization.

WHY IS HOKA PARTNERING WITH STILL I RUN?

Still I Run has created a community that supports mental health through running, which aligns with our mission of empowering you to fly no matter where you are in your journey.

WHAT IS TEAM STILL I RUN AND HOW DO I JOIN?

Anyone who signs up to run for under Team Still I Run pledges to raise at least \$1,000 for this nonprofit (Los Angeles Marathon, n.d.). HOKA will donate a free pair of running shoes to any runner who is on the Still I Run Team. Additionally, HOKA will be providing a fundraising coach and a running coach that each runner will have access to.

HOW ARE THE COACHES GOING TO HELP TEAM STILL I RUN RUNNERS?

HOKA will provide runners with a running coach who meets virtually with you throughout your training. This coach will help curate a training program and answer any questions about running a marathon/half marathon. HOKA will also provide a fundraising coach to Team Still I Run Runners. This fundraising coach will provide assistance and training on how to effectively raise money. These coaches will be free for all Team Still I Run Runners.

KEY MESSAGES

WHEN IS THE L.A. MARATHON?

The L.A. Marathon takes place on March 23, 2025. Over 20,000 people run the L.A. Marathon every year, raising awareness and donations for over 90+ nonprofits. Registration is open now.

WHAT DOES 'HOKA HEARD' MEAN?

#HOKAHeard has a double meaning. When you are #HOKAHeard, your stories and struggles, your highs and lows, and everything in between, is heard by the HOKA community, or the 'HOKA herd' so to speak. The 'HOKA herd' is accepting of all unique mental health struggles and serves as a supportive and welcoming body where marathon runners and HOKA fans alike will be encouraged to share their unique mental health story on social media under #HOKAHeard.

HOW DOES COMMUNITY IMPROVE MENTAL HEALTH?

Having a support system and community can significantly improve mental health as "compared with those who report a positive sense of community, those with a negative sense of community had a significantly higher odds of reporting depression, anxiety and stress symptoms" ([Part et. al., 2023](#)). For this reason, HOKA encourages you to join the 'HOKA herd!'

HOW DOES HOKA BUILD COMMUNITY?

HOKA builds community by creating a space for individuals to share their stories with each other. HOKA has built this community through the "Fly Human Fly" campaign that emphasized the power humans possess when they come together. To continue expanding our community, HOKA wants to support every human to feel their best not only physically through their shoes, but also mentally through the #HOKAHeard campaign.

IF I AM NOT RUNNING THE MARATHON, HOW CAN I BE INVOLVED?

Absolutely! More than just about the marathon, this partnership is about building a community and empowering runners through mental health awareness. Check out the HOKA blog to learn about some of the Team Still I Run runner's mental health journey stories. Additionally, HOKA wants to hear your story too. Post your story about your running and mental health journey social media using the #HOKAHeard to join in on the community and discussion.

Content Mockups **CONTENT MOCKUPS**

PRESS RELEASE

To: ClaireCeccoli@nyt.org

Subject: HOKA Partners with Still I Run for LA Marathon

For More Information
Cara Steves
(248) 996 2044
cgsteves@syr.edu



News Release

For Immediate Release
Nov. 3, 2023

HOKA Sponsors Team Still I Run for LA Marathon to Promote Mental Health Awareness

Goleta, CA – HOKA is proud to announce a new partnership with Still I Run, a nonprofit that aims to end the stigma around mental illness and promotes running to improve mental health. HOKA will be sponsoring the first ever Team Still I Run and encouraging the HOKA community to share their unique mental health stories under the #HOKAHeard, all leading up to the L.A. marathon that takes place on March 23, 2023.

Upon registering for the L.A. marathon as part of Team Still I Run, runners will receive a free pair of HOKA shoes and a virtual running and fundraising coach, with a minimum fundraising goal of \$1,000 per runner. Along the way, Team Still I Run runners will be encouraged to share their training journeys and mental health stories through the HOKA blog to increase mental health awareness.

For those in the HOKA community not running with Team Still I Run, athletes are still encouraged to join the conversation on Instagram and share how running has improved their mental health to break the stigma through the #HOKAHeard. Posting under #HOKAHeard provides a chance to be featured on HOKA's social media platforms.

Mental illness affects [1 in 5](#) adults, almost 57.8 million across the country. HOKA recognizes that having a support system and community can significantly improve mental health. [Studies](#) have proven that a negative sense of community is linked to higher reporting of depression, anxiety, and stress symptoms. By sharing our stories and running together, we can minimize mental health struggles and fly higher, together.

For more information about Team Still I Run and #HOKAHeard, visit hoka.com/hokaheard.

HOKA was founded in 2009 by Co-Founders Jean-Luc Diard and Nicolas Mermoud in France. The HOKA Headquarters are now in Goleta, CA. HOKA's mission is to inspire people to move, to act fearlessly, and drive forward with passion.

###

Website Mockup **WEBSITE MOCKUP**

HOKA

X

Still I Run
RUNNERS FOR MENTAL HEALTH AWARENESS

#HOKAHeard

Mental health can be a long, dark and isolating journey for those it impacts. #HOKAHeard is here to combat that, providing support, encouragement, and most importantly, community, to marathon runners and everyday HOKA fans alike.

In the spirit of flying higher together, HOKA and Still I Run are joining forces to not only get more people running, but to provide a safe community that welcomes, accepts and empowers you to fly no matter where you are in your journey.

So fly with us. Because we see you. We support you. We hear you. #HOKAHeard.

The Stories...

Meet Sarah





Sarah, a member of Team Still I Run, is training for her first full marathon.

"If you would have told me a year ago that I would be training for the L.A. Marathon, I simply would have laughed, even rolled my eyes.

I graduated college with what felt like a bachelor's degree in uncertainty. I was moving to Boston, looking for a new job and unsure of my place in the world. My best friends were all working their dream jobs or getting married. Meanwhile, I was sitting on my couch, bingeing Harry Potter movies and feeling sorry for myself.

I lived on an endless social media scroll, comparing myself to how happy my peers seemed to be. Lonely and sad, I chose not to take care of myself. I realized I needed to take care of my mental health to move forward in other areas in my life. For this reason, I begrudgingly signed up for therapy.

[READ MORE...](#)

Meet Oliver





Oliver, a member of Team Still I Run, is training for his 7th full marathon alongside his running community: Black Men Run.

"After returning home from deployment in Iran, I was in search of a new purpose... a goal to set, something to work towards.

Training for marathons alongside a community of men has allowed me to create lifelong friendships, take care of my physical health and most importantly given me an outlet to continually improve my mental health.

[READ MORE...](#)



Share your story using #HOKAHeard on Instagram for a chance to be featured here!

FAQs

What is Still I Run?

Still I Run is a nonprofit that aims to end the stigma around mental illness and promotes running as a way to improve mental health. Still I Run offers support and encouragement to runners experiencing their own mental health journeys, including programming such as virtual and in-person events for runners to meet up and run together and scholarship opportunities to provide mental health resources to the Still I Run community.

How is HOKA partnering with Still I Run?

HOKA and Still I Run are joining forces to not only get more people running, but to raise awareness on mental health through #HOKAHeard. #HOKAHeard involves a HOKA partnership with Still I Run for the LA Marathon.

This year for the L.A. Marathon, Still I Run is one of the charities that can be run for. HOKA is encouraging runners to join Team Still I Run to raise money for this organization.

Why is HOKA partnering with Still I Run?

Still I Run has created a community that supports mental health through running, which aligns with our mission of empowering you to fly no matter where you are in your journey.

What is Team Still I Run and how do I join?

Anyone who signs up to run for under Team Still I Run pledges to raise at least \$1,000 for this nonprofit (Los Angeles Marathon, n.d.). HOKA will donate a free pair of running shoes to any runner who is on the Still I Run Team. Additionally, HOKA will be providing a fundraising coach and a running coach that each runner will have access to.

How are the coaches going to help Team Still I Run Runners?

HOKA will provide runners with a running coach who meets virtually with you throughout your training. This coach will help curate a training program and answer any questions about running a marathon/half marathon. HOKA will also provide a fundraising coach to Team Still I Run Runners. This fundraising coach will provide assistance and training on how to effectively raise money. These coaches will be free for all Team Still I Run Runners.

When is the L.A. Marathon?

The L.A. Marathon takes place on March 23, 2025. Over 20,000 people run the L.A. Marathon every year, raising awareness and donations for over 90+ nonprofits. Registration is open now.

What does HOKA Heard mean?

#HOKAHeard has a double meaning. When you are #HOKAHeard, your stories and struggles, your highs and lows, and everything in between, is heard by the HOKA community, or the 'HOKA herd' so to speak. The 'HOKA herd' is accepting of all unique mental health struggles and serves as a supportive and welcoming body where marathon runners and HOKA fans alike will be encouraged to share their unique mental health story on social media under #HOKAHeard.

How does community improve mental health?

Having a support system and community can significantly improve mental health as "compared with those who report a positive sense of community, those with a negative sense of community had a significantly higher odds of reporting depression, anxiety and stress symptoms" (Part et. al., 2023). For this reason, HOKA encourages you to join the 'HOKA herd'!

and reason, HOKA encourages you to join the #HOKAheard.

How does HOKA build community?

Hoka builds community by creating a space for individuals to share their stories with each other. HOKA has built this community through the “Fly Human Fly” campaign that emphasized the power humans possess when they come together. To continue expanding our community, HOKA wants to support every human to feel their best not only physically through their shoes, but also mentally through the #HOKAheard campaign.

If I am not participating in the marathon, can I still be involved?

Absolutely! More than just about the marathon, this partnership is about building a community and empowering runners through mental health awareness. Check out the HOKA blog to learn about some of the Team Still I Run runner's mental health journey stories. Additionally, HOKA wants to hear your story too. Post your story about your running and mental health journey social media using the #HOKAheard to join in on the community and discussion.

Company

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HOKA ONE TEAM STILL I RUN

30 DAY 30 DAY GUARANTEE | FREE SHIPPING, FREE RETURNS

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If you would have told me a year ago that I would be training for the L.A. Marathon, I simply would have laughed, even rolled my eyes.

I graduated college with what felt like a bachelor's degree in uncertainty. I was moving to Boston, looking for a new job and unsure of my place in the world. My best friends were all working their dream jobs or getting married. Meanwhile, I was sitting on my couch, binging Harry Potter movies and feeling sorry for myself.

I lived on an endless social media scroll, comparing myself to how happy my peers seemed to be. Lonely and sad, I chose not to take care of myself. I realized I needed to take care of my mental health to move forward in other areas in my life. For this reason, I begrudgingly signed up for therapy.

My therapist suggested incorporating exercise into my routine. She claimed it would have [benefits on both my physical and mental health](#), but I was not so sure. Nevertheless, after some research I found a [running club in my area](#) and decided to give it a shot. I had run on and off in high school but never stuck with it. With low expectations, I figured I would just go to one run and be done with it. I had to do something to get my therapist (and mother) off my back.

My first day at the run club changed everything. But let me be clear, it was not the run that changed my life. It was the [community that I found](#). Running is hard. Do not let people fool you: this stuff is not easy! It takes effort. Yet there is something about the grit and determination that I saw in the group members that inspired me down to my core. The energy and passion the runners had for the sport was contagious. I was hooked on feeling that I could fly.

Ultimately, what I learned was that I could do hard things. Sure, I was not getting married and was still searching for a job, but I was proving to myself that I was strong. I could kick ass. This was the confidence I needed to stop feeling sorry for myself and begin to seek out new opportunities in my life (and btw, I secured an amazing job at the Museum of Fine Arts!).

I no longer recognize that uncertain, self-conscious post-graduate I once was. Today, I am an empowered individual who hopes to inspire you to give that running community a shot.

I am so grateful to be on Team Still I Run. For me, this marathon is about more than just crossing the finish line – it's a testament to the strength of the human spirit, and a beacon of hope for anyone who dares to believe in the power of their own potential.

So, what are you waiting for? Lace up your shoes and discover the magic of running communities for yourself. #HOKAHeard.

EMAIL BLAST

To: Subscribers

Subject: Join the #HOKAHeard Community!

Dear [Subscriber],

In the spirit of flying higher together, we are excited to announce that HOKA is joining forces with [Still I Run](#) under #HOKAHeard. Still I Run is a nonprofit organization dedicated to raising awareness for mental health and building community through running.

At HOKA, our mission is to empower all athletes to feel like they can fly! And to help you fly, HOKA wants to help every human to feel their best not only physically through the shoes we offer, but also mentally by creating a community that supports you.

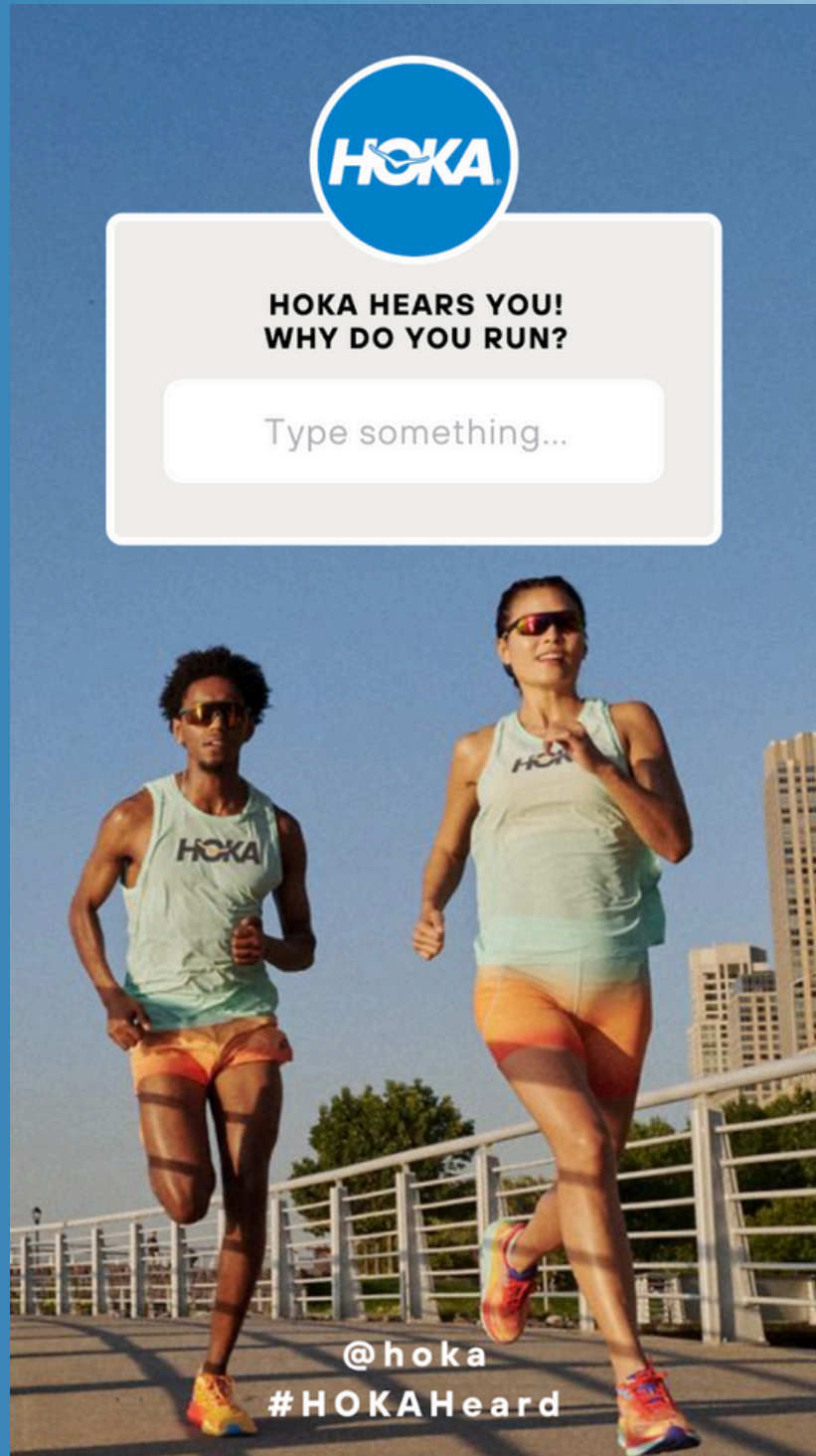
We invite you to lace up your shoes and join the #HOKAHeard at the LA marathon on March 23, 2025 as part of the Still I Run team. Each runner will raise \$1,000 for Still I Run in an effort to raise awareness for mental health. To get you started, HOKA will donate a free pair of running shoes to any runner who joins the team and provide a fundraising coach and a running coach to guide you along the way.

To register for the race click here.

#HOKAHeard is about creating a safe and supportive community where you feel *heard* when you share your story with us. So, when you register, we encourage you to share your mental health story for an opportunity to be featured on HOKA's social media platforms.

So fly with us. Because we see you. We support you. We hear you. #HOKAHeard.

INSTAGRAM STORY



INSTAGRAM POLL

By participating in daily physical activity, there is a ____ lower risk of experiencing depression and dementia

- A 5% - 10%
- B 15%
- C 20% - 30%
- D 40%


@hoka
#HOKAHeard

INSTAGRAM AD

 hoka  · Follow

Find your community. Run with us.



146,934 likes

hoka "I run to push the limits of what I thought possible for myself both mentally and physically." Click the link in our bio to read @kateglavan's story and share your own motivation for running to be #HOKAHeard. ... more

View all 16 comments

 Add a comment...

6 days ago

#HOKAHeard

PRINT AD

WHY I RUN.

AT HOKA

WE SEE YOU.

WE SUPPORT YOU.

WE HEAR YOU.

#HOKAHEARD.



SCAN TO
LEARN MORE

HOKA



#HOKAHeard

TIKTOK/INSTAGRAM REEL



REFERENCES

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