

Reindeer Run/Walk to raise funds to assist local student attend college

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As the superintendent of Ontario-Montclair School District, James Hammond, sees the many pressing issues facing his students.

Which is why he is hopeful that a community run on Dec. 8 is something that could rally the community, parents and family to help address one of the biggest issues: higher education.

Hammond's school district in the last year has led the way - with the Promise Scholars Program - in making higher education accessible to students.

"The civil rights issue of our generation is to break the cycle of poverty by providing access and equity to kids education," he said.

The city of Ontario's annual Reindeer Run/Walk will be held at the Citizens Business Bank Arena and feature a 5K "Reindeer Run" as well as a 1-mile "Rudolph's Dash" for children.

This year, there is an opportunity to win a 2013 KIA SOUL, donated by All-Star Kia of Pomona with proceeds from the drawing benefiting Promise Scholars. Tickets for the drawing can be purchased at the Ontario-Montclair School Employees Federal Credit Union. The winning ticket will be drawn at the Reindeer Run.

Allstar Kia, both Pomona and San Bernardino, is one of the primary founding sponsors of the Promise Scholars program in conjunction with the school district.



Allstar Kia

For more information, call Ontario Recreation & Community Services at 909-395-2366.

This year, the city has partnered with the Ontario-Montclair School District (OMSD) and the Promise Scholars Foundation. Promise Scholars is a non-profit organization focused on bringing the community and businesses together in support of college and career readiness for OMSD students. Promise Scholars seeks to ensure a place in college for all OMSD students through partnerships with Chaffey Joint Union High School District,

Chaffey College and California State University, San Bernardino along with local organizations, businesses and community members.

All OMSD students who complete the Promise Scholars preparatory requirements will be provided access and admission to a partner college.

Mark Chase, director with the city's Community and Public Services Agency, said he hopes to make this an annual collaboration.

"We're very excited in partnering with them as a city, we are investing our community and our future," he said.

Because it is the first time they are raising funds for the program, officials don't really know what to anticipate. Chase said the goal is to raise \$20,000.

Julie Dorey, with the city's recreation and community services department, said the 5k run started several years ago as a very small event around Ontario but then the program grew in popularity and city officials decided move it to the arena.

At the completion of the race, a pancake breakfast will be provided for all race participants. There will also be community organizations present at the event dispensing information about the city and its programs.

"One of the neat things is the mini collaborations we are creating in supporting the promise scholarships," Dorey said. "We threw out a challenge for all the city departments to participate and help create a lot of exposure for the schools."

Hammond said he is very appreciative of the city and the council to think of the district and the Promise Scholars and make it the benefactor of the run.

"It's just a huge testimony to me, as a superintendent, that the city has the best interest for the most important constituency in the community- the children," Hammond said. "I'm so pleased that they thought of us. We really want to make it a success and we really want to see a lot of people out there."

Hammond said the run will help their scholars program in become a greater legacy, a greater program that can transform lives in the community.

"We needed the city to be involved to be the supportive mechanism, the supportive leverage to spark that drive of momentum," Hammond said.

Registration for the 5K is \$25 per runner. If you have a team consisting of 5 or more runners the team registration is only \$20 per team member. Each participant will receive a Reindeer Run Event t-shirt with awards given to the top finishers in their respective categories. All children who participate in Rudolph's Dash will receive a participation award. Rudolph's Dash registration fee is \$8 per person or \$24 for a family of four.

"The idea is to become a community legacy that promo and support education here locally," Dorey said.

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