

## Jump Start Your Day With Run 5.30 NYC

Roberta Cutillo (September 05, 2019)



On Friday September 6th, Run 5.30, a non-competitive 5k run/walk comes to New York, after having already taken major Italian cities by storm. The run begins at 5:30am and gives people the chance to be active and see the city in a brand new light all without compromising any family or work time.

We all know exercise is good for us and, when done regularly, a little movement can go a long way. But many of us also lead full, busy lives: we spend most of our days working and running errands and it often feels like we barely have enough time to be with our family and loved ones. We would love to be active, we just don't have the time. Or at least, that's what we tell ourselves, but it doesn't have to be true.

Sergio Bezzanti, a graphic designer from Modena and nutritionist Sabrina Severi co-founded [Run 5.30](#) [2] in 2009 with the desire to prove that it is indeed possible to get your daily steps in without

compromising family or work time, and to have a great time doing it.

Run 5.30 is a non-competitive 5k run - or walk, skip, jog, whatever you want it to be - that takes place in a set city at 5:30am before a business day and culminates with a healthy breakfast. Not only are you doing your body a favor by being more active, you also have the chance to explore your city in a brand new light, all without taking any time away from your daily schedule.

Sure, waking up that early to go on a run or walk sounds unpleasant to some, downright impossible to others but, as Sergio points out, it's mostly a mental barrier, "many people are skeptical at first," he says, "they come because they got dragged by their partner or colleague, but once they do it they realise, 'oh, okay, this is good, I can do this.'"

The ultimate goal of the Run 5.30 project, which has organized over 100 runs in cities across Italy (and one in Brighton, UK) since 2009, is to get participants to realize that this is something they can actually do, and hopefully have them continue doing it on their own or with friends beyond this fun yearly event.

And, little by little, this message is spreading and Run 5.30 is growing. What started with just a few hundred people showing up to the first event held in Mantua in 2009, now attracts over 30,000 across ten major cities in Italy including Milan, Venice, and Palermo. One run was also held in Brighton, UK this past July, and now the project landed in none other than New York City.

Unsurprisingly, New Yorkers were keen to adhere to this new initiative and almost all the 500 spots for Friday's run, which will take place at Pier 25 on Hudson River Park, were quickly filled up. The 5.30 philosophy fits in perfectly within such an active, bustling, and health-conscious city.

If this piqued your interest, you might still be in time to register for the run, check out the [Run 5.30 NYC website](#) [3] for more info.

In any case, we suggest you keep 5.30 on your radar, something tells us you'll be hearing from them again soon.

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#### Links

[1] <http://newsite.iitaly.org/files/brighton7jpg>

[2] <https://www.run530.com/en/>

[3] <https://www.run530nyc.com>

