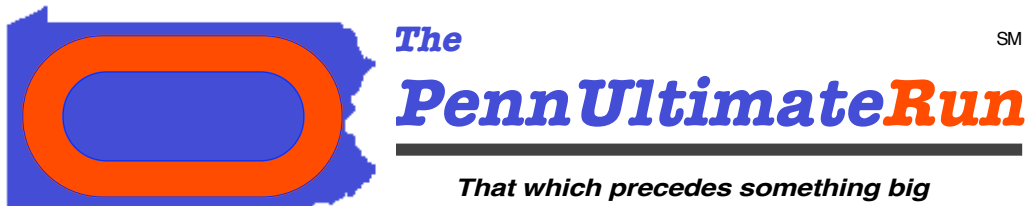


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THE RUN concludes / THE CAUSE continues

On May 9, 2011 a lead runner finished The PennUltimate Run, a one-lap, 1,022-mile trek around the state of Pennsylvania earning nationwide praise and media attention whose purpose is to place a spotlight on political redistricting and to inspire reform in this process within PA and throughout America.

The overarching goal of The Run / Cause is *transparency* and *independence* in the redistricting process and *compactness* in the resulting district boundaries. Redistricting may be the single most important act of American government at all levels every ten years. Proper redistricting enables fair elections and better government, which leads to a better society for all people. In PA, a goal is to replace the legislature-run redistricting process with an independent commission in future decades. See [Blue Paper](#).

The Run started April 1, 2011, the deadline for the U.S. Census Bureau to publish the data required for this decade's nationwide redistricting. Averaging a marathon per day, the lead runner forged a **Route** that symbolically wove together people and communities statewide. Mile upon mile the runner extended a relay baton symbolically to those who would help to fulfill The Run's dream. Tens of thousands of people joined the runner, virtually or in-route. The Run entailed harsh weather, mountainous terrain, after-dark perils, command of a 70lb. jogging stroller, adverse traffic conditions, un-navigable road surfaces, and overnight stops often determined by fate. An *indispensable* support team assisted from locations nationwide.

The Cause's ongoing efforts focus on four AREAs, based on time and resources. Analyze redistricting news and data. Respond to inquiries about The Run / Cause. Educate the public about redistricting and reform opportunities. Act upon requests for assistance.

The Run / Cause is NOT a 501(c)3 charity or the like -- it is a professional undertaking. Make checks payable to The PennUltimate Run, c/o pjmathison, 2037 Chestnut Street, Box 30583, Philadelphia, PA 19103. Phone 215.755.4578; or email ask@pjmathison.com.

**Press/News Releases: PreRun ([PDF](#)) PostRun ([PDF](#))
Frequently Asked Questions ([PDF](#))
Route Map and GPS-tracking ([Here](#))
Media Coverage ([Here](#)) and Photographs ([Here](#))**