



The <sup>SM</sup>  
**PennUltimateRun**  
That which precedes something big

## PRESS RELEASE

FOR IMMEDIATE RELEASE  
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(During The Run, contacting us *in person* is best)

### **PENNSYLVANIA MAN EMBARKS ON ONE-LAP RUN AROUND THE STATE TO RAISE AWARENESS ABOUT POLITICAL REDISTRICTING / INSPIRE REFORM**

He Can Be Tracked Via GPS Technology and Will Post Updates On Facebook & Twitter

RADNOR TOWNSHIP, PA – A suburban Philadelphia man today in foul weather embarked on The PennUltimate Run, a 1,000-mile human trek around Pennsylvania to raise awareness about 2011 political redistricting and to inspire reform in this once-a-decade process.

April 1 is the deadline for the U.S. Census Bureau to release all the data required for nationwide redistricting.

After a brief ceremony, Paul J. Mathison, the lead runner and chief architect of The Run, left from The War Memorial near downtown Wayne pushing a customized, fully loaded jogging stroller. He proceeded west on Route 30 (Lancaster Ave.) towards Pittsburgh. Then, it's off to Erie, Scranton, the Liberty Bell in Philadelphia, and back to Radnor.

Mile upon mile Mathison will symbolically offer a crimson relay baton -- on loan from the Radnor High School track team -- to those who would help to fulfill The Run's dream.

Participation by others to any degree along the route will be welcomed. Inquires have reached into the thousands. No sign-up method exists for The Run.

Standing at the memorial with patient Radnor Middle School students nearby, Mathison started: "Etched behind me are the names of those who have paid the ultimate price for the freedoms we enjoy yet so often take for granted."

"In fact right now in other parts of the world people are struggling for the right to free and fair elections. Here in Pennsylvania, the birthplace of American democracy, we too are faced with a similar struggle during the redistricting process," Mathison said.

In Pennsylvania, under current law, the redistricting process is controlled by state legislators. Allowing elected officials to draw their own districts is a conflict of interest that harms voters. Pennsylvania is one of the most “gerrymandered” states in the nation. Gerrymandering is the process by which elected officials draw district boundaries to protect their interests rather than the interests of voters.

The *ultimate* goal of The Run and allied efforts is to replace Pennsylvania’s current Legislative Reapportionment Commission approach with an independent commission in future decades. For 2011, the goal is to do redistricting right...now.

“The specific goal of 2011 Pennsylvania redistricting should be *transparency* in the process and *compactness* in the shape of the resulting districts,” Mathison declared.

“What better way is there to draw attention to an urgent, albeit esoteric, topic like this than by demonstrating its scale and breadth through The Run?” Mathison asked.

“Strengthening our political system is arguably the most important action we can take to assure success—much less survival—in today’s globally competitive society where labor, capital and citizens are free to locate virtually anywhere,” Mathison said.

Redistricting reform is a forerunner to progress on many fronts: reduction in / rightsizing of government; increased trust in government and the political process; enhanced, more cost-effective public services; and better-qualified candidates for elected office.

Several Pennsylvania lawmakers have contacted The Run to express support and to inquire about participating in some aspect of it. Not among this group currently is anyone from the standing Legislative Reapportionment Commission.

Concluding his remarks, Mathison thanked the dozens of Run volunteers nationwide who are helping with such areas as logistics, social media, technology, and supplies.

Contents of the stroller include a smartphone, solar-powered battery charger, auxiliary battery, ultra-light tent and other camping gear, emergency lights, spare inner tubes, spare running shoes, maps, food & liquids, calling cards, one pair of “Ironman” sunglasses, two pairs of 99¢ reading glasses, a bear bag, and aspirin. A box of supplies also was pre-shipped to a post office at the halfway point near Erie.

The Run will consist of an estimated *two million* steps around the state. “But,” Mathison quipped, “I view it as only one million steps to Erie, and one million steps back.”

Assisted by RMS students, Mathison posted the *Official First Tweet of The Run*: “We’re Off!” Students then helped push the 70-lb. stroller around the school grounds, received a short lesson on political redistricting, and finally watched as Mathison faded into the horizon, splashing in puddles and leaning into the wind towards Pittsburgh.

The partially pre-mapped-out route will include daily jogs, situated along the shoulders & berms of public roads, passing through hundreds of communities, with overnight stops determined by fate & fatigue. The Run is roughly routed along historic Route 30 in the south, the great Steel Valley corridor in the west, scenic Route 6 in the north, and the resplendent Poconos and Delaware River Valley in the east.

Pockets of heavy traffic, distracted drivers, mountainous terrain, extreme weather, dust, grime, errant pets, wild game, fatigue, isolation and other hazards are expected.

Not among The Run's volunteer crew is an in-run support team & vehicle so Mathison expects to camp out under the stars but also hopes to benefit from benevolent hotel / motel proprietors, sympathetic homeowners, tolerant public safety officials, etc.

### About The Lead Runner

Paul J. Mathison, 51, is president of pjmathison, a professional services firm he founded in 1990. Mathison and his team work as government affairs and management consultants to institutional clients. The Run is NOT a 501(c)3 charity or the like, it is intended as a fun, upbeat and professional activity of the pjmathison firm.

Mathison earned an MBA from the University of Pennsylvania's Wharton School and a BS from Purdue University. He is a preacher's kid, failed rocket scientist, cancer survivor, and aging Olympic aspirant. Mathison is married, still, and has a son in college who hopefully will accommodate his old man during The Run. Long ago, Mathison served as the first student body president at Kingsley Elementary School, Evanston, IL.

Mathison previously attempted a 100-mile-plus two-day run from the State Capitol steps in Harrisburg to City Hall in Philadelphia but fell short a few miles of his goal in Ardmore.

Organizations and individuals who are interested in learning more about The Run can visit the website at [www.pjmathison.com/pennultimaterun](http://www.pjmathison.com/pennultimaterun) for more information, including Facebook & Twitter news feeds, a "blue paper" on Pennsylvania redistricting, an approximate route map, the GPS-tracking tool, FAQs, and ways to support The Run.

Photographs of Mathison during a training run are available on The Run's Facebook page (high resolution versions are available for members of the news media by contacting photographer Bill Ecklund at [billecklund@gmail.com](mailto:billecklund@gmail.com)). Photographs during the run itself will be posted via The Run's Facebook & Twitter pages if this can be accomplished without student assistance.

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