



MEDIA ADVISORY

September 28, 2020 – The Boston Bulldogs Running Club, a non-profit organization that promotes wellness and recovery through a safe, anonymous and supportive community and programs for all those adversely affected by addiction, is pleased to announce the appointment of Lindsey Sadler as the Club’s Executive Director.

Lindsey’s depth of expertise in operations, project management, network development, and marketing position her to lead the Club in its next phase of growth and impact. Lindsey brings eight years of experience at Brigham and Women’s Hospital, where she most recently oversaw several ambulatory and surgical sites, marketing and strategy, network development, project management, and human resource management for the Department of Neurosurgery.

As Executive Director, Lindsey’s priorities will be positioning the Boston Bulldogs going forward consistent with strategic priorities, strengthening and expanding internal capacity, growing membership and the revenue base, strengthening partnerships, and focusing on program development and visibility. With Lindsey’s heart behind the mission, her head in the runner’s zone, and her extensive experience, she is a great fit with the Boston Bulldogs as the Club moves into its fifth year of operation.

“We feel incredibly fortunate to have someone with Lindsey’s skills, experience and passion as our next leader,” says Club Founder and President “Coach” Mike Ferullo. “The Boston Bulldogs have built a tremendous community of support over the past four years – we are excited about what the future will bring under Lindsey’s leadership.”

In Lindsey’s words “I am honored to join the team. The Bulldogs’ mission is personal for me as I have seen first-hand the impact of addiction for the person and to the family. It is important to have community and wellness during recovery; something to believe in, something to look forward to, and a purpose greater than oneself. The community of the Boston Bulldogs Running Club does exactly that – offers a supportive space, holds members accountable, and strives to serve all those affected by addiction. I look forward to working with the founders, the Board, Club members, supporters and the entire community to further this important work”.

Lindsey lives in South Boston with her husband and two daughters. She holds a Masters in Business Administration and Masters in Sociology from Boston College. In 2018, she completed both the Boston Marathon and New York Marathon, and knows what it takes to run on all heart to the finish line.

Welcome to the family, Lindsey!



About the Boston Bulldogs Running Club

The Club promotes an integrated approach to wellness and self-leadership in recovery on a journey to discover the kind-hearted warrior and true potential within each of us.

The Bulldogs have a history dating back to 2008 when the Club was established by Coach Mike Ferullo, at the Shattuck Hospital HopeFound program. The Club was adopted by Pine Street Inn in 2012 to provide members with the opportunity to participate in a positive social and wellness program supporting their recovery.

In the fall of 2015, Coach Mike reinvented the Boston Bulldogs Running Club as an independent entity to offer support to those battling all forms of addiction, as well as their friends, family and supporters, across greater Boston. Forming a team of like-minded individuals who shared in his passion to help others, the first official club run was held on October 24th, 2015 at the Chestnut Hill Reservoir.

For more information, or to become a member, volunteer or to make a donation, please visit the agency's website at <http://www.bostonbulldogsrunning.org/>.