

FOR IMMEDIATE RELEASE

MEDIA CONTACT

Heather Hill, director of FitOne at St. Luke's
208-381-2236 (office) / 208-860-5353 (mobile)
hillh@slhs.org

More than 9,000 kick off their healthy summer with St. Luke's and FitOne

All ages and abilities come together to inspire healthier communities

Boise, ID, June 4, 2015 – Wednesday, June 3rd was National Running Day and in celebration, FitOne opened registration for the 5K, 10K and Half Marathon.

More than 9,000 people kicked off their healthy summer with St. Luke's and FitOne by putting a goal on their calendars and signing up to participate in the FitOne events in September.

Wednesday's registration launch took the form of a 24-hour event at Fountain Square in The Village at Meridian, where the public was invited to register in person or online at a discounted price for the September event.

Event sponsor RC Willey provided treadmills for participants to log a few miles and have the opportunity to win hourly prizes, while Axiom Fitness provided spin bikes and led free exercise classes. Everyone who registered within the 24-hour period also received a "Fit for Summer Package" with incentives from FitOne sponsors Axiom Fitness and Shu's Idaho Running Company.

Also at The Village on Wednesday, St. Luke's and FitOne hosted the awards finale for the *St. Luke's \$10,000 Weight Loss Challenge*. This year-round program is designed to help participants achieve a healthy weight and active lifestyle through encouraging sustainable changes in nutrition and activity. The program provides recipes, weekly e-tips, exercise and nutrition classes, information via Facebook and the FitOne blog, and most importantly, a way to connect with others who are also working to improve their health. Individual and team winners of the challenge are awarded cash prizes for greatest percentage of body weight lost, as well as for keeping weight off or maintaining weight lost over the course of the previous year.

"Our mission is to build healthier communities through fun, active living; and if the turnout and enthusiasm on Wednesday was any indication of our communities' interest in becoming a part of this movement to adopt

healthier lifestyles, the future looks really bright,” said Heather Hill, director of FitOne at St. Luke’s. “Each and every one of us can strive to be a positive role model for our families, friends, and co-workers; and if we can each inspire one healthy habit along the way, imagine what a difference we can make collectively. We can’t wait to see everyone in September!”

FitOne welcomes all ages and all abilities, and children ages 12 and under may register for FREE with a paid adult through Sept. 20. Providing a fun, inspirational, educational, and affordable event for families to be out and active together is a priority with FitOne, and St. Luke’s is committed to providing this opportunity.

Feedback from participants regularly speaks to the importance of providing affordable opportunities like FitOne.

“Thank you for making this race so affordable for my family. We look forward to running it every fall.” – Chris D.

Companies are encouraged to recruit teams for the FitOne Corporate Challenge, or participants can form a Friends and Family Team to compete for team leader awards. All participants receive a FitOne participant T-shirt, while participants over 70 years old receive a special participant medal and those who complete the 10K or half-marathon receive a finisher medal.

In their second year, the 10K and half-marathon courses are designed to be very doable for beginners. Registration is open at FitOneBoise.org.

FitOne will host a Healthy Living Expo Sept. 24 – 25 where participants pick up their race packets and the public can interact with FitOne sponsors as well as health and wellness related vendors, and take part in activities such as cooking demonstrations and fitness classes. Proceeds from the FitOne 5K, 10K, and Half Marathon benefit St. Luke’s Children’s Hospital, Idaho’s only children’s hospital.

For more information regarding FitOne, please visit FitOneBoise.org or contact Heather Hill at (208) 381.2236.

About FitOne

FitOne is produced and sponsored by St. Luke’s Health System based in Boise, Idaho, and will continue to evolve as a year-round platform providing resources and opportunities to support active, healthy living 365 days a year. The FitOne 5K, 10K and Half Marathon take runners and walkers through the heart of Boise. Key sponsors of the event are KTVB, Townsquare Media, Idaho Dairy Council, KeyBank, SelectHealth, Albertsons, and the Idaho Statesman.

XXX