



Website [www.fitoneboise.org](http://www.fitoneboise.org)

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## National Running Day - FitOne Registration Launch Event

Boise, ID, May 29, 2014–Wednesday June 4<sup>th</sup> is National Running Day and in celebration FitOne is opening registration for the 5K, 10K and all-new Half Marathon, dubbed “Run Through the Heart of Boise”. All running events take place September 20<sup>th</sup>.

Wednesday’s registration launch is a 24 hour event at Fountain Square in The Village at Meridian, the public is invited to register at a discounted price for the September event. Registration is \$15, for any distance, if purchased from 12:01am through 11:59 pm Wednesday June 4<sup>th</sup> only. Everyone who registers within the 24 hour period will also receive a Fit for Summer package which includes a FREE 30-day Axiom Membership and \$10 off at Shu's Idaho Running Company.

A link for the public to schedule 15 or 30 minute time slots to run, walk or ride on equipment provided by R.C. Willey and Axiom Fitness is available on the [fitoneboise.org](http://fitoneboise.org) website. Participants can win hourly prize drawings, like Bluetooth sports headphones, and more. Everyone is invited to take a “pledge to be healthy” and start the summer out right by bringing their friends and family out for this exciting event.

*“We’re excited to launch registration for the FitOne 5K, 10K and all-new Half Marathon on National Running Day! It’s a unique opportunity to engage our communities in this coast-to-coast celebration of running, and to encourage walkers and runners alike to kick off a healthy summer with a goal marked on the calendar for September 20<sup>th</sup>.”*

*-Heather Hill, Director, FitOne*

FitOne will host an Expo September 18<sup>th</sup>- 19<sup>th</sup> where participants can pick up their race packets and the public can interact with FitOne sponsors as well as health and wellness related vendors. Proceeds from the events benefit St. Luke’s Children’s Hospital, Idaho’s only children’s hospital.

For more information regarding FitOne please log onto [FitOneBoise.org](http://FitOneBoise.org) or contact Heather Hill at (208)381.2236.

FitOne's mission is to build healthier communities through fun, active living. 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 Family 5K Run, Walk and Stroll, 10K and Half Marathon take runners and walkers through the heart of Boise. The title beneficiary for FitOne is St. Luke's Children's Hospital, Idaho's only children's hospital. Key sponsors of the event are KTVB, Townsquare Media, Idaho Dairy Council, KeyBank, SelectHealth, Idaho Statesman, and Healthy Idaho Magazine.

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