



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

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## Thousands Kick-Off Their Healthy Summer with St. Luke's and FitOne

**Boise, ID, June 6, 2014** – Wednesday June 4<sup>th</sup> was National Running Day and in celebration FitOne opened registration for the 5K, 10K and all-new Half Marathon, dubbed “Run through the Heart of Boise”. Nearly 6,000 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 5K, 10K and Half Marathon 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. 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.

"We were thrilled to see how many joined in the fun for our celebration of National Running Day and we can't wait to see everyone on the starting line in September! We look forward to this becoming an annual tradition for St. Luke's and FitOne, where we can build on the opportunities for our communities to get involved." – Heather Hill, Director, FitOne

From walkers and runners to families and die-hards, FitOne welcomes all ages and all abilities. New in 2014, children ages 12 and under may register for FREE with a paid adult. The Half Marathon is also a new addition to the September FitOne event – a course designed to be great for beginners or flat and fast for seasoned runners. Registration is open at [FitOneBoise.org](http://FitOneBoise.org).

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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