



## **FOR IMMEDIATE RELEASE**

**For additional information, contact:**

**Heather Hill, Director**

**208-381-2236**

[hillh@slhs.org](mailto:hillh@slhs.org)

### **FitOne Raises \$90,000 for St. Luke's Children's Hospital**

*2014 proceeds will support programs serving youth in our community*

**BOISE – October 21, 2014** – St. Luke's Children's Hospital today received \$90,000 from the FitOne 5K, 10K and Half Marathon. On Saturday, Sept. 20, 10,000 people participated in the FitOne 5K, 10K and all-new Half Marathon.

"FitOne represents an important opportunity to mix philanthropy with fitness toward the important goal of reversing the growing problem of childhood obesity," said Dr. Gregory Janos, executive medical director of St. Luke's Children's Hospital. "It allows us to support programs within the hospital that care for our young patients, and to also invest in opportunities to help keep our kids healthy."

This is the second year St. Luke's Children's Hospital was named as the event's title beneficiary. Funds from the FitOne donation in 2013 were used to support programs such as YEAH! (Youth Engaged in Activities for Health), the EXPLORE! Camp, the Star Track program and the Killebrew Miracle League Field, all of which enhance activity and play opportunities for children with physical and/or mental health challenges.

Funding also allows St. Luke's Children's Hospital to become a part of a two-year pilot program led by Cincinnati Children's Hospital called POWER (Pediatric Obesity Weight Evaluation Registry).

Idaho's statistics closely mirror national childhood obesity findings, with one in three children being overweight or obese. These children have an increased risk for developing cardiovascular disease, hypertension, high cholesterol, sleep apnea, joint dysfunction and more.

Data analysis through the POWER pilot will allow better understanding of those multi-disciplinary programs that produce the best results relative to time, intensity, structure, and function, allowing St. Luke's Children's Hospital to develop and refine pediatric obesity programs that best meet the needs of patients while focusing on a long-term strategy to stem the growing trend of overweight and obesity among our youth.

The two-day FitOne Healthy Living Expo preceding the wellness events welcomed more than 10,000 visitors through the Boise Centre. Free health screenings were offered and sponsors and vendors shared their products, services, and activities with participants and the general public.

FitOne sponsors presented the donation today to representatives from St. Luke's Children's Hospital. On hand for the donation was a 22-year partner to the event, the Idaho Dairy Council.

"As our staff and dairy farm families witnessed wave after wave of FitOne participants descend into Ann Morrison Park, there was no doubt of the integral role FitOne has in our community and why the Idaho Dairy Council has been a proud supporter for more than 22 years," said Karianne Fallow, CEO of United Dairymen of Idaho.

"The Idaho Dairy Council has been awed by the leaps and bounds FitOne has taken toward creating lasting change in the health and wellness of Idahoans. IDC will continue to work with FitOne to create healthy lifestyles 365 days a year through fun, active living."

Specific allocation of the 2014 FitOne donation funds will be determined in the coming weeks.

Visit [FitOneBoise.org](http://FitOneBoise.org) to learn more.

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## **About FitOne**

Produced and sponsored by St. Luke's Health System, Idaho's only community-owned health system, the FitOne 5K Family Run, Walk & Stroll, 10K and Half Marathon will take place Sept. 24-26, 2015, in Boise, Idaho. The title beneficiary for the event is St. Luke's Children's Hospital.

The 2-day FitOne Expo offers activities, entertainment, education, and free health screenings to all registered participants, and is free and open to the public.

Key sponsors include KTVB, Idaho Dairy Council, KeyBank, SelectHealth, Townsquare Media, Idaho Statesman, and Healthy Idaho Magazine.

To learn more and to register or volunteer, please visit [FitOneBoise.org](http://FitOneBoise.org) or call 208.381.2221. To learn more about St. Luke's Health System, visit [StLukesOnline.org](http://StLukesOnline.org).