



FOR IMMEDIATE RELEASE

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FitOne Event Week is here – 2-Day Healthy Living Expo, 5K, 10K and Inaugural Half Marathon

Everyone is invited to join in a mission of fun, healthy living

BOISE – September 16, 2014 – FitOne event week kicks off on Thursday, September 18 at 4:00 p.m. when the doors open to the 2-day FitOne Healthy Living Expo at the Boise Centre. *Move For Fun, Get Fit For Life* is the theme for the overall event – encouraging attendees and race participants to help build healthier communities. There's even a *FitOne Kids ClubHouse* at the Expo, where kids can take a pledge to be healthy and join the FitOne Kids Club, a year-round membership program presented by St. Luke's in partnership with the [High Five Children's Health Collaborative](#).

The FitOne Healthy Living Expo will be open from 4:00 p.m. to 9:00 p.m. on Thursday, and Friday from 9:00 a.m. to 8:00 p.m. Attendance to the Expo is FREE and open to the public. The Expo also serves as the packet pick-up location for registered race participants. Online registration for the FitOne 5K, 10K and Half Marathon closes Wednesday, September 17 at 11:59 p.m. Onsite registration will be available for the 5K ONLY at the FitOne Expo Thursday and Friday, and also on race morning at Capitol Park.

Every hour on the hour during the Expo, cooking demonstrations, activity and exercise classes will take place at a main stage where attendees are invited to wear their play clothes and jump into the fun. Over 75 sponsors and exhibitors will be offering the chance to earn giveaways, win prizes and take part in activities for all ages both days. Detailed Expo and activity information is available at fitoneboise.org/expo and also on the FitOne Event Guide mobile app, available for free in your app store or viewable on your desktop at <https://guidebook.com/guide/23014/>.

FREE health screenings will be offered at the Expo by [St. Luke's](#) and [SelectHealth](#) as a way for participants in the 5K, 10K and Half Marathon, along with visitors to the Expo, to understand some basic measures and help set personal health, nutrition and fitness goals for the year moving forward.

The FitOne 5K, 10K and inaugural Half Marathon will take place on Saturday, September 20 in Boise. All three courses run through the heart of Boise, starting at the State Capitol and finishing at Ann Morrison Park. A healthy brown bag breakfast courtesy of the [Idaho Dairy Council](#), [Franz Bakery](#), [Albertsons](#), [Moxie Java](#) and the [Idaho Apple Commission](#) await all race participants at the finish, along with free photo opportunities for teams, families and friends, and special medals for participants over 70 years old.

Visit FitOneBoise.org for additional [race](#) and [Expo](#) details, [directions and parking](#) information and [road closures](#).

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 takes place September 18-20, 2014 in Boise, Idaho. The title beneficiary for the event is St. Luke's Children's Hospital. FitOne is like a picture postcard of Boise. All three courses take runners and walkers from the steps of the State Capitol in the heart of the city, along historic avenues and the Boise River, and finish in Ann Morrison Park. 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 or call 208.381.2221. To learn more about St. Luke's Health System, visit StLukesOnline.org.

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