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More Than Ten Thousand Friends, Families and Co-Workers Take Part in FitOne 5K, 10K and Half Marathon

FitOne engages communities in a healthier lifestyle

BOISE – September 30, 2014 – With a mission to build healthier communities through fun, active living, the second annual FitOne 5K, 10K and inaugural Half Marathon welcomed more than 10,000 men, women and children on Saturday, September 20 in downtown Boise.

A two-day healthy living expo, longer distance course options, free registration for kids 12 and younger, friends and family teams and a new FitOne Corporate Challenge create a comprehensive platform for our communities to come together in support of a healthier Idaho.

“It’s inspiring to see so many families and friends out participating together and challenging each other to go farther, but FitOne is about more than one race day a year,” said Kristin Armstrong, two-time Olympic gold medalist and director of community health for St. Luke’s. “The finish line at FitOne in September is an opportunity for each and every one of us to start a new and healthier lifestyle.”

Julie Evans completed her first 5K at FitOne last year and used that finish line to challenge herself to conquer one 5K every month for the upcoming year. She celebrated the one-year anniversary of her personal health challenge at FitOne this year.

“I not only feel better physically, but mentally and spiritually I feel better because I’m out in nature and out among the community,” she said. “It just shows on my face – I smile all the time.”

To provide greater accessibility to families, St. Luke’s and FitOne introduced free registration for children 12 and under to participate in the FitOne 5K Family Run, Walk & Stroll with a paid adult. More than 2,000 children donned their FitOne “Move For Fun, Get Fit For Life” T-shirts and toed the starting line with friends and family members. The enthusiasm was contagious on race morning.

Establishing healthy habits early in life is an important objective for FitOne. As one young participant said before the start, “You have a better life when you’re fit. You’re happier, and it’s just a better lifestyle.”

Teams at FitOne also play a significant role to encourage health, fitness and camaraderie. More than 380 friends and family teams participated in the various distance run-walks; winning team captains received memberships to Axiom Fitness based on the number of team members recruited.

New this year was the FitOne Corporate Challenge, and 33 teams participated in six categories based on the size of the companies. Winners in ascending order: Elevate, Delta Dental of Idaho, PacificSource Health Plans, MWI Veterinary Supply, Blue Cross of Idaho and McDonald's.

FitOne, along with St. Luke's and other sponsors and community partners, offers ongoing tips, tools and resources focused on healthy living and small sustainable steps, including the FitOne Blog, year-round FitOne Kids Club and the St. Luke's \$10,000 Weight Loss Challenge.

Proceeds raised through FitOne support St. Luke's Children's Hospital programs.

In 2015, the FitOne Healthy Living Expo, 5K, 10K and Half Marathon will take place Sept. 24-26. Registration will open on National Running Day, Wednesday, June 3, 2015.

Visit FitOneBoise.org to learn more.

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 24-26, 2015 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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