



**FOR IMMEDIATE RELEASE**

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**28<sup>th</sup> Annual Kaiser Permanente Corporate Run/Walk & Fitness Program Announced**  
*Highlights include 5K run/walk, company picnic and free 8-week training program*

**ATLANTA (April 28, 2010)** – Mark your calendars Atlanta and lace up your shoes! The 2010 edition of the Kaiser Permanente Corporate Run/Walk & Fitness Program culminates with the signature 5K run/walk and company picnic in downtown Atlanta on September 16.

Online registration begins **May 1** and a series of information meetings about the program are being offered around the metro Atlanta area at a variety of locations from May 4 – August 11. The first one on **Tuesday, May 4**, is from 6-8 p.m. at 5 Seasons Westside, 1000 Marietta St. (at the intersection of Howell Mill and Marietta St.)

Unlike any other race, the Kaiser Permanente Corporate Run/Walk features a training program that's included with registration and kicks off July 26. The program offers participants a variety of perks, including Kaiser Permanente Healthy Living Classes, a monthly Wellness Works newsletter, weekly email with fitness tips and healthy recipes, weekday training runs at Phidippides running/walking stores (Ansley Mall and Sandy Springs locations) and City of Decatur near the Square, beginning and experienced training schedules for walkers and runners, discounts and special offers on fitness-related merchandise and services, company Lunch & Learn workshops and self-assessment tools.

"What makes the race unique is that it's not just a one day event," said Jeff Galloway, race director and former Olympian. "It's really a perfect way to help someone get started with a fitness program. And given the link between employees' health and their productivity, our program is a great opportunity for a company to start a corporate health and wellness program or jumpstart the one they have," he said.

In its 28<sup>th</sup> year, the annual 5K run/walk that starts at Turner Field and winds through Downtown Atlanta is regarded as one of the largest workplace organized corporate fitness events in the Southeast. The run/walk has become a local business community tradition, with more than 350 companies and nearly 15,000 runners and walkers participating.

**WHAT:** Kaiser Permanente Corporate Run/Walk & Fitness Program  
**TRAINING:** 8-week "Get Active Atlanta" Training Program - included with registration  
July 26 – Sept. 16  
**5K RUN/WALK:** September 16, 2010, 7:00 p.m., Downtown Atlanta, Turner Field  
**REGISTRATION:** [www.kpcorporaterunwalk.com](http://www.kpcorporaterunwalk.com)  
Online: May 1 – September 15, 2 p.m.  
Mail: May 1 – September 10  
In-person: September 9-15 (at Phidippides running/walking stores)

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In addition to seventh year title sponsor Kaiser Permanente, other sponsors for this year's Corporate Run/Walk include CBS Atlanta, DAVE FM, 680 The Fan Sports Radio, *Best Self Atlanta* magazine, *FitAtlanta* magazine, Clear Channel Outdoor and Phidippides.

### **Follow us on Facebook and Twitter:**

Facebook: Search for Kaiser Permanente Corporate Run/Walk & Fitness Program.

Twitter: [twitter.com/kpcorprunwalk](https://twitter.com/kpcorprunwalk)

### **About Kaiser Permanente of Georgia**

Kaiser Permanente is Georgia's largest not-for-profit health plan. Its mission is to provide high quality, affordable health care services to improve the health of its members and the communities it serves. Kaiser Permanente serves more than 230,000 members in a 28-county service area in metro-Atlanta with care focused on their total health and guided by their personal physicians, specialists, and team of health care providers. Expert and caring medical teams are supported by industry-leading technology and tools for health promotion, disease prevention, state-of-the art delivery, and world-class chronic disease management. Nationally, Kaiser Permanente is recognized as one of America's leading health care providers, serving more than 8.6 million members in nine states and the District of Columbia. For more information, visit [www.kp.org](http://www.kp.org).

### **About the Kaiser Permanente Corporate Run/Walk & Fitness Program**

The Kaiser Permanente Corporate Run/Walk & Fitness Program is a unique workplace-organized fitness program that began in 1983 in Atlanta with 900 participants from a handful of companies. Designed to inspire fun, fitness and camaraderie among Atlanta's corporate community, the annual event attracts more than 15,000 participants from more than 350 companies and is one of the largest workplace organized corporate fitness events in the Southeast. Event highlights of the 28<sup>th</sup> run/walk event include an eight-week "Get Active Atlanta" training program, 5K run/walk, *Best Self Atlanta* Magazine Expo, free team and candid photos, awards ceremony, fireworks and hundreds of office picnics in downtown Atlanta adjacent to Turner Field. A portion of the proceeds benefits the Atlanta Braves Foundation and the Atlanta Community Food Bank. For more information, visit [www.kpcorporaterunwalk.com](http://www.kpcorporaterunwalk.com).

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