



FOR IMMEDIATE RELEASE

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29th Annual Kaiser Permanente Corporate Run/Walk & Fitness Program Announced

ATLANTA (May 25, 2011) – Mark your calendars, Atlanta, and lace up your shoes! The 29th edition of the Kaiser Permanente Corporate Run/Walk & Fitness Program kicks off on July 18 with Get Active Atlanta!, the FREE 8-week training promotion powered by Phidippides, and culminates with the signature 5K corporate run/walk and company picnic in Downtown Atlanta on September 8.

Over 15,000 runners and walkers from more than 350 Metro companies will use the eight weeks to get off the couch and start moving or to work a little harder on their regular training routine.

“What makes this program unique is that it’s not just a one-day event,” said Jeff Galloway, Race Director. “It’s really a perfect way to help someone get started with a fitness program.”

Although the program attracts elite runners, joggers and walkers, it really is for everyone. “Given the link between employees’ health, productivity and reduced insurance costs, it is a great opportunity for a company to start a corporate health and wellness program or jumpstart the one they have,” added Jeff.

Unlike any other fitness event, the Kaiser Permanente Corporate Run/Walk & Fitness Program has two components. The first phase features Get Active Atlanta!, a FREE 8-week training promotion powered by Phidippides, included with registration. Intended to help participants move to more fit lifestyles, Get Active Atlanta! runs from July 18 to September 8 and offers a variety of perks, including:

- Monthly ‘Wellness Works’ newsletters
- Weekly emails 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
- Training schedules from Olympian Jeff Galloway for beginning and experienced walkers and runners
- Discounts and special offers on fitness-related merchandise and services
- Company Lunch & Learn workshops
- Self-assessment tools
- Complimentary workouts from LA Fitness, August 10-September 7 (all Metro Atlanta locations)

This year, the program has been expanded to include

- Boot Camp in Piedmont Park (held every Saturday from 9 a.m. – 10 a.m., July 9 – August 27)
- Kaiser Permanente’s Every Body Walk! Campaign, featuring tips on healthy living and walking clubs

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The grand finale is the 5K run/walk, which starts and finishes under the Olympic Rings and winds through Downtown Atlanta. Teams and individual finishers come back for the “World’s Largest Office Party,” with music by Rupert’s Orchestra, awards and the *Best Self Atlanta* Magazine Fitness Expo.

Regarded as one of the largest workplace organized corporate fitness/wellness programs in the Southeast, the Kaiser Permanente Corporate Run/Walk & Fitness Program has become a local business community tradition. Coworkers support each other for the eight weeks of training and then come together, after work, to the giant celebration of fitness.

Online registration began **May 5** and a series of information meetings about the program are being offered around the metro Atlanta area at a variety of locations in June and July. The next one on **Tuesday, June 7, 7:30-9 a.m.**, will be at Jason’s Deli-Midtown on 10th Street.

WHAT: Kaiser Permanente Corporate Run/Walk & Fitness Program
TRAINING: 8-week “Get Active Atlanta” Training Promotion - included with registration, July 18 – Sept. 8

5K CORPORATE RUN/WALK

& COMPANY PICNIC : September 8, 2011, 7:00 p.m., Downtown Atlanta, Turner Field

REGISTRATION: www.kpcorporaterunwalk.com

Online: Now through September 7, 2 p.m.

Mail: Now through September 2

In-person: September 1-7, 2 p.m. (at Phidippides running/walking stores)

In addition to eighth year title sponsor Kaiser Permanente, other sponsors for this year’s Corporate Run/Walk & Fitness Program include Dasani Water, Powerade, DAVE FM, 680 The Fan Sports Radio, *Best Self Atlanta* magazine, Clear Channel Outdoor, WUPA TV 69 and Phidippides Running Stores.

Follow us on Facebook and Twitter:

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Twitter: 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 240,000 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.

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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 29th run/walk event include Get Active Atlanta 8-week Training Promotion powered by Phidippides, 5K corporate run/walk, *Best Self Atlanta* Magazine Expo, free team and candid photos, awards ceremony and the World's Largest Office Party 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.

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