

3rd Annual

FORT4FITNESS

HEALTH FESTIVAL • HALF MARATHON • 4 MILE RUN/WALK • KIDS & SENIORS MARATHON

Fort Wayne, Indiana • September 24-25, 2010



Fort4Fitness Health Festival
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2010 Fort4Fitness Race Registration Now Open *Race Field Expanded To 7,500...Seniors Marathon Added*

**For Immediate Release: November 25, 2009
Contact: Brad Kimmel, Executive Director (260) 760-3371**

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(Fort Wayne, IN) – Fort4Fitness is pleased to announce the official opening of online registration for the 3rd Annual Fort4Fitness Half Marathon and 4-Mile Run/Walk to be held on Saturday, September 25, 2010. Parkview Field will once again serve as host to the 2010 Fort4Fitness Health Festival, and runners will finish their races on the field, as they did in 2009. Due to the outstanding response from the community and sold out races in the first two years, the Half Marathon and 4 Mile Run/Walk will expand to accommodate 7,500 total participants.

Online registration is also now available for the Kids Marathon, and the newly-added Seniors Marathon, which both conclude with their final mile at Parkview Field on Friday, September 24, 2010 as part of the Fort4Fitness Health Festival. Runners and walkers for all four events should visit www.Fort4Fitness.org to sign up. Fort4Fitness board members anticipate another sellout, so we encourage people to register as early as possible.

“With the support of our Parkview Foundation, our other fine sponsors and the thousands of participants and volunteers, Fort4Fitness has been the catalyst we hoped it would be for promoting Northeast Indiana’s commitment to healthy living and fitness, and for highlighting the region’s leading healthcare and healthy cuisine,” said Tim Kenesey, Fort4Fitness Chairman. “Last year, we expanded the race field (selling out again) and – to encourage fitness in our youth – added a successful Kids Marathon. For 2010, we will again expand the Saturday morning race field by 50% to 7,500 participants, again run the final mile of the Kids Marathon on Friday evening, and add the final mile of a Seniors Marathon to be completed following the Kids Marathon. These four events – combined with our Health Fair and Healthy Food Expo – offer something for everyone, and will once again show our thousands of out-of-town visitors the Fort’s commitment to fitness.”

The pricing structure for the 2010 events includes discounted early-bird registration fees, as well as added discounts for registering online, giving participants even more incentive to sign up early via www.Fort4Fitness.org.

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2010 Registration Fee Schedule:

Half Marathon*		4 Mile Run/Walk*
online/mail-in		online/mail-in
\$40 / \$45	Through 4/15	\$15 / \$20
\$45 / \$50	4/16 – 7/15	\$20 / \$25
\$50 / \$55	7/16 – 9/11	\$25 / \$30

Kids Marathon - \$10 Seniors Marathon** - \$10**

*Online registration will close 9/11/2010 at 11:59 p.m. (EDT) or sooner if the limit of 7,500 registrants is reached. Mail-in registrations must be post-marked by 9/11/2010 or the date the race sells out online, whichever is sooner.

**Online registration for the Kids & Seniors Marathon both close 8/1/2010 at 11:59 p.m. (EDT). Mail-in registrations must be post-marked by 8/1/2010.

There will be NO RACE WEEKEND REGISTRATION!

The newest addition to the Fort4Fitness schedule of events, the Seniors Marathon, will be structured in the same fashion as the Kids Marathon. The Kids Marathon is open to children in Kindergarten through 8th grade, while the Seniors Marathon is open to anyone over the age of 62. Participants will take part in an incremental running/walking program and will run or walk a total of 26.2 miles (a full marathon distance) over a designated 12-week period from July through September. The final 1.2 miles will be completed on the Fort4Fitness course, crossing the same finish line as the Half Marathon and 4-Mile Run/Walk participants will cross on Saturday morning.

"We're excited about providing ways for people of all ages to improve their fitness through running and walking," said Dave Craker, Fort4Fitness Race Director. "We received an overwhelmingly positive response the past two years including more than 50% of our participants who indicated in our post-race survey that their fitness level improved in 2009 as a result of training for and competing in a Fort4Fitness race. We are committed to delivering a high-quality event as we grow for 2010 and impact more lives in our community."

Paper registrations, for those wishing to mail-in their entries, will be available in the Fort Wayne area in January or February 2010 and for download from the Fort4Fitness web site soon. For more information and other race updates, please visit www.Fort4Fitness.org.

Fort4Fitness, Inc. is a non-profit, 501(c)(3) organization committed to promoting healthy living and fitness in Northeast Indiana.

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