

PRESS RELEASE- April 20, 2012 - FOR IMMEDIATE RELEASE

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St. Paul, Minnesota – April 20, 2012 – Charities Challenge, a 501(c)3 nonprofit organization, announces the **7th Annual CHALLENGE Obesity 5k**, “Celebrating Effective RxExercise”, **Saturday, April 21, 8:30 AM at Como Lake, St. Paul, MN.**

The only Obesity-related Road Race in Minnesota where “Losers are the Winners”. This is the race where the “biggest losers” start the race already the “biggest winners”.

For more inspiring information and to learn more about “Obesity Challenges and The Power of RxExercise” go to www.CharitiesChallenge.org

The **Challenge Obesity 5k** also continues to serve for the fifth consecutive year as **the Road Runners Club of America (RRCA) Minnesota State 5k Road Race Championship.**

The main message evidenced by many of the participating athletes is, ***“I Don’t Have To Be Thin To Be Happy/Healthy/Fit”.***

The 5k also includes special race divisions “Clydesdale” and “Athena” for recognition of men racers who weigh more than 200 pounds (Clydesdale) and women (Athena) who weigh more than 145 pounds on race day.

Event Statistics: Of the 185 pre-registered,

A. 20% will be enjoying their first-ever road race

B. 70% are women

C. Ages range 7-75

D. 11% have chosen to compete in the optional Athena/Clydesdale weight-classes division

E. 30% have indicated having lost between 20-200+ pounds

F. 21 individuals have lost > 100 lbs, many >150 lbs, and some > 200 lbs.

Race-day registration opens at 7:20 AM along with check-in for those pre-registered alongside the west shoreline of Como Lake just off of Lexington Avenue.

Registration includes a commemorative t-shirt, professional timing and records, awards and recognition, announcer, motivational music, online photographic slideshow record of the event, and refreshments following the event.

Charities Challenge Founder and President, Gary Westlund, reports “Our Charities Challenge Spring-Summer Challenge 5k Series at Como Lake Events are unique. The primary goal of these events is to actively celebrate The Power of RxExercise to improve lives. We especially want to provide active

support to health-challenged individuals, athletes with barriers to exercise, and their supportive family and friends.

CC offers ongoing **RxExercise (appropriate exercise understood as a powerfully effective prescription)** group Training Times, Celebratory Challenge and Holiday Events, Exercise Incentive's and Award Travel Programs, and active partnership opportunities to help other organizations and individuals to live well, especially those living with chronic disease and health challenges like obesity.

Our Challenge Obesity 5k is unique in Minnesota and unmatched in the USA in actively and directly addressing with RxExercise the challenges of overweight and obesity. ***There's only one Challenge Obesity 5k in America.*** My continuing hope is that there will be many more in years to come. **Exercise is powerful, irreplaceable medicine, and that's the "Charities Challenge"**. Everyone needs to fill their own exercise prescription to stay optimally healthy, reduce health risks, and better manage chronic diseases.

In recognition of all the "big losers" at this special event, the lowest numbered bib #s used for timing racers will once again go in inverse order to those with the greatest weight loss. Everyone will see by the low bib numbers worn who are our Challenged Honored Athlete Winners even before the race begins."