

PRESS RELEASE- April 12, 2010 - FOR IMMEDIATE RELEASE

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St. Paul, Minnesota – April 12, 2010 – Charities Challenge, a 501(c)3 nonprofit organization, announces the **5th Annual CHALLENGE Obesity 5k**, “Celebrating Effective RxExercise”, **Saturday, April 17, 8:30 AM at Como Lake, St. Paul, MN.**

The only Obesity-related Road Race in Minnesota where “Losers are the 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 third consecutive year as **the Road Runners Club of America (RRCA) 2010 Minnesota State 5k Road Race Championship** the second consecutive year, and beautiful RRCA 2010 MN State 5k Championship plaques will be presented to men’s and women’s 5k winners.

The main message evidenced by many of the participating athletes is, ***“I Don’t Have To Be Thin To Be Happy/Healthy/Fit”***, and the Challenge Obesity 5k subtitle is ***“I’m Not Foolin’ Round - I Walk ‘n’ Run for the Health of It”***.

Pre-registration is \$24; race-day registration is \$30.

Race-day registration opens at 7:30 AM along with check-in for those pre-registered at the historic pavilion alongside the west shoreline of Como Lake just off of Lexington Avenue. Ample parking is free.

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.

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 those pre-registered,

- A. 25% will be enjoying their first-ever road race**
- B. 80% are women**
- C. 15% have chosen to compete in the optional Athena/Clydesdale weight-classes division**
- D. 20% have indicated having lost between 20-200 pounds**
- E. 12 individuals have lost over 50 lbs**
- F. 6 individuals have lost over 100 lbs**

There will be recognition of individuals who indicate that they have lost more than 20, 50, 100, or even 200 pounds as part of their Rx Exercise pursuit of better health and living.

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."

Charities Challenge Mission: *To Improve Health/Fitness, Reduce Health Risks, and Enhance Disease Management via Goal-oriented RxExercise Training Programs, Engaging Events & Active Partnerships.*