

**PRESS RELEASE    May 23, 2008    FOR IMMEDIATE RELEASE**  
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St. Paul, Minnesota – May 23, 2008 – Charities Challenge, a 501(c)3 nonprofit organization, announces the Charities Challenge's 3rd Annual *CHALLENGE* Hearts & Minds 5k "Celebration of Strong Hearts & Minds", Sunday, May 25, 2008, at Como Lake, St. Paul, MN.

Sunday will also be a day to celebrate a special athlete who is demonstrating the Power of RxExercise as a Wheelchair-Racing Athlete. CC will be presenting to RxExercise Ambassador, *Marcelo Ordaz-Cruz*, his new high-tech racing wheels. Those new wheels are being delivered to Marcelo by the generous special CC contributions of about 20 fellow athletes, runners and walkers, each of whom are supporting Marcelo's advancements in wheeling since surviving the I35 Bridge Collapse last August.

Race-day registration opens at 7 am and the 5k Run & Walk will start at 8 AM. Pre-registration is \$20; race-day registration near the Como Lake lakeside pavilion is \$25.

More information, a printable registration form, and online entry option are all available via <http://charitieschallenge.org/>

Charities Challenge Founder and President, Gary Westlund, says "Our Challenge Series of 5k Events are unique. A primary goal of these events is to celebrate and serve health-challenged individuals, athletes with barriers to exercise, and their supportive family and friends, with RxExercise (appropriate exercise understood as an irreplaceably powerfully effective prescription) programs, events, and opportunities to overcome and live well beyond their health challenges.

Sunday morning at Como Lake Charities Challenge will be recognizing Challenged Honored Athletes who have been challenged by stroke, Traumatic Brain Injury (TBI), Cerebral Palsy or other neurological health challenges. Because of their commitment to their Rx Exercise, both before and after their brain injuries, they each survived and are continuing to make stronger comebacks to a better quality of life.

RxExercise improves brain function and mental health! We now know, and are learning more about, how aerobic exercise literally grows new brain cells and connections.

Therefore, the *CHALLENGE* Hearts & Minds 5k is a "Celebration Strong Hearts & Minds" where participants will be taking "Smart Steps for Brighter Brains & More Marvelous Minds".

For details about the health risks of lack of exercise relative to the benefits of Rx Exercise see "The Most Potent Prescription - Rx Exercise (The Most Seriously Un-Filled Prescription in America – Rx Exercise)" [http://charitieschallenge.org/The\\_Most\\_Potent\\_Prescription.pdf](http://charitieschallenge.org/The_Most_Potent_Prescription.pdf)

Charities Challenge (CC) is a unique provider of various fitness programs with the primary purpose of improving the lives of our own CC members and event participants through appropriate exercise training programs and engaging goal events. Exercise is powerful, irreplaceable medicine. Everyone needs to fill their own exercise prescription to stay optimally healthy, reduce health risks, and better manage chronic diseases.

For more information, contact Charities Challenge President Gary Westlund at 612-245-9160; [GaryWestlund@aol.com](mailto:GaryWestlund@aol.com).