



FOR IMMEDIATE RELEASE

CONTACT

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Girls on The Run Program to Host Mom & Me 5K Fun Run/Walk

Pocatello –To celebrate Mothers Day, Girls on the Run will host its first annual “Mom and Me” 5K Fun Run/Walk on Sunday, May 13, 2007. Everyone in the community is invited and encouraged to participate in this walking/running event and begin a new, healthy family tradition on Mother’s Day. The cost to participate in this fun run/walk is \$10.00 per person if the registration is received by May 9th by 5:00 p.m., or after May 9th the cost is \$15.00. Registration will include a t-shirt and will help fund Girls on the Run Scholarships. Pre-registration for the event is strongly encouraged. People may register by calling 239-5283. Race day registration will begin at 8:00 a.m., with the race starting at 8:30 a.m. at Centennial Park, on Grant Avenue in Pocatello.

Girls On The Run (GOTR) is a life-changing experiential learning program for girls age 8-14. The program combines training for a 3.1 mile running event with self-esteem enhancing, uplifting workouts. The goals of the program are to encourage positive emotional, social, mental character and physical development, which is accomplished with female mentors/coaches in a girl-positive environment. The expectation is that participants will exit the program with a stronger sense of identity, a greater acceptance of themselves, a healthier body image, and an understanding of what it means to be part of a team. GOTR has been preparing the girls to complete a 5k run/walk, and challenges and encourages girls at all fitness levels.

The Girls on the Run Programs are based on the premise that:

- Females who participate in sports experience higher levels of self-esteem and confidence, as well as lower levels of depression than do their non-participating same-sex counterparts.
- Developing critical thinking and stress management skills are by-products of participation in organized sports and fitness programs.
- Studies show that girls between the ages of 8 and 14 are still receptive to adult influence, while beginning to feel peer pressure. It is an age when girls begin to confront important life and relationship issues.
- Girls on the Run initiates healthy decision-making about difficult issues. Learning healthy exercise habits early in life increases the chances that participants will value their own physical fitness as adults.

For more information please contact Lindsey Beck, 239-5283.