

EatingWell & Health
FIT FOODIE
FESTIVAL & 5K/10K

2019 SERIES



ABOUT

At the EatingWell & Health Fit Foodie Festival & 5K, runners eat their way to the finish line, then celebrate post-run with bites from local purveyors, a beer garden, mini workout classes, and so much more.

The 2019 series held in **Austin, TX (Round Rock)**, **Fairfax, VA**, **Denver, CO (Westminster)**, and **San Diego, CA** brings together those who love fitness and love food. This healthy lifestyle balance is celebrated over two days beginning with Bib Pick Up on Friday followed by the 5K and Food and Fitness Festival on Saturday.



5K/10K RUN/WALK

Fit Foodies unite at the most delicious run ever for an amped up tasting experience that is best enjoyed in running shoes! At the Fit Foodie Run, a love of food and fitness collide through a run and/or walk with bites at each mile.

The Friday Night Bib Pick Up is hosted at a local favorite restaurant where runners snag their bib, see a sneak preview of the post-race Food and Fitness Festival, and cash in on the host restaurant's Fit Foodie Happy Hour specials.

Austin, TX (Round Rock) » Saturday, June 1

Fairfax, VA » Saturday, June 22

Denver, CO (Westminster) » Saturday, August 3 (5K + 10K)

San Diego, CA » Saturday, October 12



FOOD AND FITNESS FESTIVAL

At the post-run Food and Fitness Festival, runners and guests alike indulge their foodie side. No running required! This Food and Fitness Festival celebrates the Fit Foodie lifestyle with bites from local purveyors and sips in the beer garden, plus culinary demonstrations and mini workout classes from talented chefs and professional trainers.

Previous culinary and fitness demonstrations include:

- 10 Minutes to Gut Health with Cooking Light editor, Brierley Horton
- Power Yoga + Planks with CorePower Yoga
- Two Simple Smoothies with PlantFusion



AUDIENCE DEMOGRAPHICS

Attracting over 6,700 health and wellness enthusiasts*, the Fit Foodie Festival & 5K/10K appeals to a plethora of health-minded consumers.

Gender

- Female | 76%
- Male | 24%

Ages

- Under 24 | 5%
- 18-29 | 15%
- 30-39 | 28%
- 40-49 | 26%
- 50-59 | 17%
- 60+ | 9%

Income

- Under \$50,000 | 30%
- \$50,000 - \$100,000 | 26%
- Over \$100,000 | 44%

Family Size

- 1 - 2 | 51%
- 3 - 5 | 43%
- 6+ | 6%

* Statistics from 2018 series





OVER 800 MILLION MARKETING IMPRESSIONS

* Statistics from 2018 series



2018 MARKETING CAMPAIGN



Fit Foodie San Diego Postcard



Get Ready to Run, Eat, Drink, Repeat! [View this email in web browser](#)

CookingLight & Health
FIT FOODIE
FESTIVAL & 5K

PlantFusion MANN'S CAYMAN ISLANDS NOKID HUNGRY FAST FORWARD

Join us at the Most Delicious Run Ever!

Austin, Texas (June 23) | Denver, Colorado (July 28) | San Diego, California (October 20)

Eat your way to the most delicious Finish Line ever at the COOKING LIGHT & HEALTH Fit Foodie Festival & 5K, then celebrate at the post-run Food and Fitness Festival with mouthwatering bites, a beer garden, culinary and fitness demonstrations, and so much more! For a special registration cost use code: **FITFOODIE18** and **SAVE!**

Register at [www.fitfoodierun.com!](http://www.fitfoodierun.com)

Electronic Broadcast to Cooking Light and Health opt-in subscribers

ADVERTISEMENT

RUN. EAT. DRINK. END HUNGER.

CookingLight & Health
FIT FOODIE
FESTIVAL & 5K

Eat your way to the finish line and celebrate at the post-run Food and Fitness Festival with mouthwatering bites, a beer garden, culinary and fitness demonstrations, and so much more!

SAVE 20%
with promo code
FITFOODIE

FAIRFAX, VA
JUNE 2, 2018

AUSTIN, TX
JUNE 23, 2018

DENVER METRO, CO
JULY 28, 2018

SAN DIEGO, CA
OCTOBER 20, 2018

REGISTRATION INCLUDES

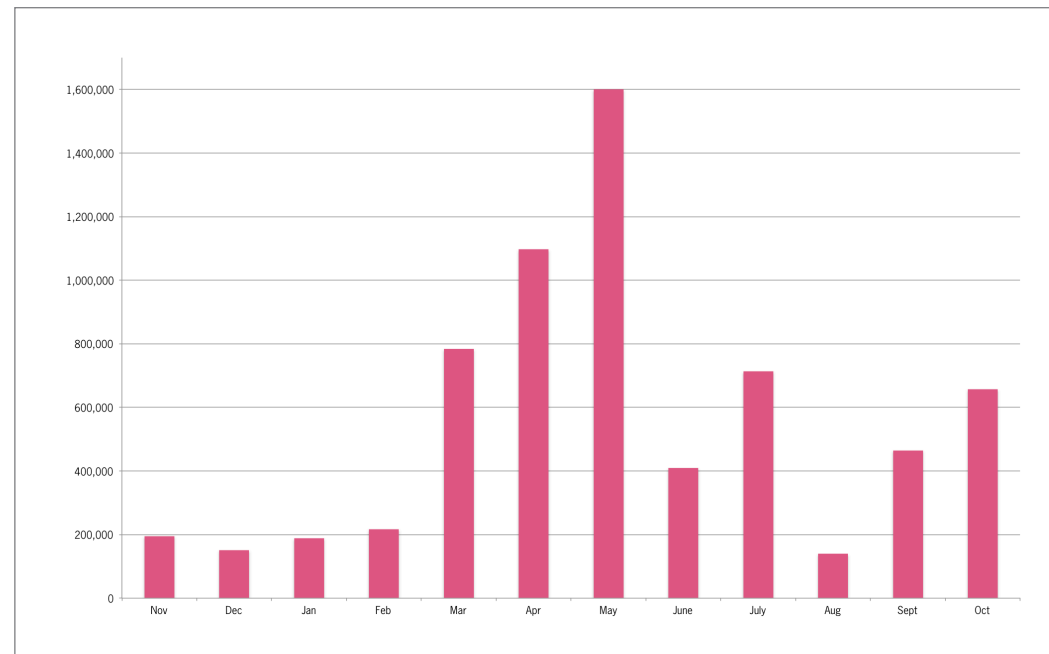
- Run registration and bib
- Bites along the course
- Finisher's medal
- Access to the post-run Food and Fitness Festival
- Delicious tasting stations
- Celebration drinks in the beer garden
- Goodie bag with gifts from health and wellness brands
- Cash reward for top finishers
- Cayman Islands Prize Package for top male and female winners
- Happy Hour Bib Pickup
- Automatic donation to Fit Foodie charity partner No Kid Hungry

FITFOODIERUN.COM
for location info, running courses, celebrity participants and more!

Photo Credit: Wikimedia Commons

CookingLight Health PlantFusion CAYMAN ISLANDS UICCS PIRE NOKID HUNGRY FAST FORWARD

Fit Foodie Poster



Over 6 million web hits

EATINGWELL & HEALTH PARTNERSHIP

Fit Foodie's partnership with EatingWell and Health magazines garners considerable national exposure through a variety of outreach strategies including:

- Editor involvement including meet & greet appearances, race participation, and culinary and fitness demos
- Social media integration in pre-event lead up and onsite with editors
- Access to the EatingWell & Health pavillion featuring delicious bites from EatingWell recipes, meet & greets with editors, and the opportunity to connect with featured health and wellness brands
- Full page ads featured in EatingWell & Health magazines leading up to events
- Digital ad campaigns and geo-targeted e-blasts to EatingWell & Health subscribers
- Special section Native Ad spread in both EatingWell & Health magazines featuring select Fit Foodie sponsors



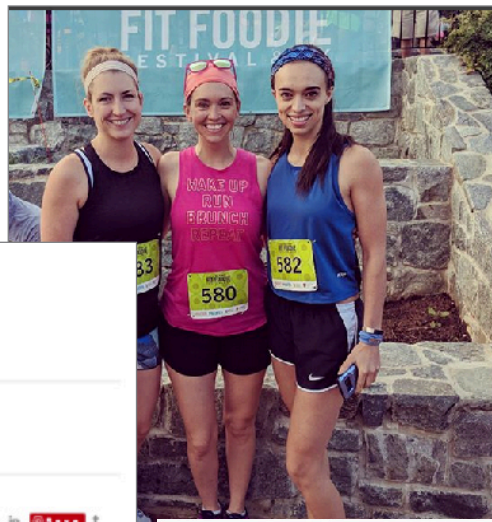


OVER 100 MILLION PR IMPRESSIONS

* Statistics from 2018 series



WHAT THEY'RE SAYING



reneeontherun • Following

reneeontherun Woo hoo @fitfoodierun complete and sub 30 goal smashed! This was honestly SUCH a fun event! The samples and giveaways after the race were incredible. I ate broccoli Mac and cheese, chips and guacamole, amazing Indian food, vanilla cake, and I sipped on rosé. I came home with protein bars, protein samples, coupons, and even an awesome swell water bottle that I won spinning a wheel! Definitely the best of any 5k I've raced so far! And can we talk about the avocado finisher medal?! 🥑 The ONLY downside is there was a little bit of course confusion so the race length itself seemed a little off. I clocked in at juuuust under 28 minutes (Garmin said it was 2.94 miles when I crossed the finish line) and I FOUGHT through humidity, hills, and feeling like I was

127 likes

Fit Foodie Run was mentioned in a post.

Chikage Windler - Meteorologist was live. June 23 at 7:45 AM

LIVE - Team CBS Austin at the Fit Foodie Run! Adam Hammons Rave Ambers Adela Uchida



UNAPOLOGETICALLY US

How To Hit The Pavement Running

Photo: Mclody Jacobs



brookejacquelinee • Follow
Fit Foodie Run

brookejacquelinee The sign says it all 🌈

morgilly Cutie

taypatti Still would think about it for a while, depends on the food 😊

brookejacquelinee @taypatti hahahahaha true. but this was goooooood food

juliaparadis_ strait up

paxle0511 Good shape, boss

livletendre That medal tho

brookejacquelinee @paxle0511 thanks boss

brookejacquelinee @livletendre omg I know how cute 🥰

livletendre @brookejacquelinee LOVE it

333 likes

Chikage Windler WX • Follow
@ChikageWeather

Running @FitFoodieRun Saturday at Mueller Lake Park? Team @cbsaustin @TelemundoAustin will see you there!

77 & mostly sunny at the start!

fitfoodierun.com/austin-texas.h...

california_may • Follow
Liberty Station, Point Loma

california_may Logged a few miles this morning with the crew. 🏃♀️ #WillRunForFood #FitFoodieFestival

rinnmore Those arms are looking fierce girl!

117 likes

3 black cat co.



FRIDAY FIVE: REASONS TO RUN THE FIT FOODIE 5K

April 27, 2018

I'm so excited to join the team as a 2018 Fit Foodie Run ambassador! I ran the Austin Fit Foodie 5K for the first time back in 2015 and had an awesome time at the race and an even better time at the post race festival!



angelfit.lifestyle • Follow
Liberty Station, San Diego

angelfit.lifestyle Felt good hitting the pavement this morning for the #fitfoodierun 🏃♀️ I finished at 31 minutes again. Hadn't run since the Aloha Run 🙌

#myfitnesslife
#yogaoffthemat #endurance
#healthylifestyle #beactive
#womenofthewestcoast #yogiswithmuscle
#5krun #runnersworld #5k #runningyogi
#headstand #yogaoutside #5kheadstands
#distancerunning #5krunner #runsandiego
#thisiswhyirun #runfun
#thyroidcancersurvivor #blackhealthmatters
#fitsthenewsexy #ebonyfitness
#survivalofthefittestandsexy #fityogi
#blackgirlsrock #starborough #sweepstakes @starboroughwine @fitfoodierun

85 likes



california_may • Follow
Liberty Station, Point Loma

california_may Logged a few miles this morning with the crew. 🏃♀️ #WillRunForFood #FitFoodieFestival

rinnmore Those arms are looking fierce girl!

117 likes

OVERALL IMPRESSIONS*

6,712
Fit Foodie Attendees

803,087,106
Advertising & Marketing Collateral Impressions

100,921,214
PR Impressions

904,015,032
Total Impressions

* Statistics from 2018 series



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Produced by:

