

John Hancock

HOSTS THE

Cooking Light & Health

FIT FOODIE
RACE WEEKEND

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FOR IMMEDIATE RELEASE:

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REGISTRATION NOW OPEN FOR JOHN HANCOCK HOSTS THE COOKING LIGHT & HEALTH FIT FOODIE 5K RACE IN AUSTIN, TEXAS, JUNE 25, 2016

For A Limited Time, The Country's Most Delicious Race Ever Offers \$30 Total Savings On Race Registration – Discount Available Until March 21

New York, NY & San Diego, CA (February 24, 2016) – [John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend](#), the most delicious race ever, brings three days of food, fitness and fun to Austin, Texas, June 24-26, 2016. Race registration is now open for the 5K run/walk and John Hancock Vitality Village post-race celebration held at Mueller Lake Park on June 25.

Priced at \$25 per person until March 21 (\$30 total savings), the 5K race registration includes: finisher's medal, serious swag bag, and admission to the NEW John Hancock Vitality Village post-race celebration, chock-full of delicious food and beverage samples, exciting culinary demonstrations from Cooking Light personalities, and mini fitness classes led by acclaimed professionals. Event co-producer Michelle Metter says that the beauty of Fit Foodie is that from food to fitness, there is something for everyone.

"Fit Foodie truly is the most delicious finish line ever! Whether you are a serious foodie, elite athlete, novice runner, just a guy with an appetite, or looking for a fun day with friends, the Fit Foodie is for you," continued Metter. "In honor of Fit Foodie's third visit to Austin, we are thrilled to offer this exceptional value to both new and returning participants, and encourage runners of all levels to take advantage of this special offer by registering before prices increase on March 21."

Get inspired by running legends inside the John Hancock Vitality Village with special appearances by four-time Boston and New York City Marathon winner, "Boston Bill" Rodgers and Boston Marathon American course-record-holder, Olympian Ryan Hall for a special meet and greet open only to Fit Foodie participants.

"We look forward to a successful partnership with The Cooking Light & Health Fit Foodie national race series," said Michael Doughty, President and General Manager, John Hancock Insurance. "As a 31 year sponsor of the Boston Marathon, supporting events that promote a healthy lifestyle is important to us and we are excited to be involved in these active

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weekend events. Please join us in Austin, Texas to meet Ryan Hall, U.S. 20K, 30K and half marathon record holder, and four-time Boston and New York City Marathon champion Bill Rodgers at the John Hancock Vitality Village."

Proving that a fit and healthy lifestyle can co-exist with a love for great foodie experiences, calories are both burned and earned at the three-day Fit Foodie. In addition to the 5K race on Saturday, the weekend includes a Friday night pre-race kickoff party and heart-pumping Sunday Sweat Session.

"We're thrilled to be back in Austin for the third annual Fit Foodie 5K Race Weekend, celebrating the balance of delicious, healthy food and a fun, active lifestyle," said Kevin White, Group Publisher, Cooking Light & Health.

Race registration for John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend in Austin, Texas, is now available at www.fitfoodierun.com. John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend is a production of Fast Forward, based in San Diego, CA. Fit Foodie Race Weekend is a production of Fast Forward, based in San Diego, CA.

ABOUT JOHN HANCOCK HOSTS THE COOKING LIGHT & HEALTH FIT FOODIE RACE WEEKEND:

John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend event series is the ultimate weekend celebration of food, fitness and fun. In 2016, the race series will be held in Fairfax, Virginia; Austin, Texas; Tampa, Florida; and San Diego, California. The weekend includes a Friday night VIP Party and Saturday morning race concluding at the John Hancock Vitality Village, chock-full of delicious food and beverage samples, exciting culinary demonstrations from Cooking Light personalities, and mini fitness classes led by acclaimed professionals. The weekend concludes on Sunday with a calorie-torching workout followed by a delicious dining experience. For more information, visit www.fitfoodierun.com, or follow the Fit Foodie Race Series on [Facebook](#), [Twitter](#) and [Instagram](#). John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend is produced by Fast Forward. For more information, call 619-312-1212.

ABOUT COOKING LIGHT:

Cooking Light is one of the largest epicurean magazine brands in the U.S. and is uniquely positioned at the intersection of great-tasting food and good health. The brand delivers innovative recipes, nutrition advice, and resources to live a healthful lifestyle via its magazine, website, and portfolio of cookbooks; across all tablets; through the highly-acclaimed Cooking Light Quick & Healthy Menu Maker app; with a fresh prepared-foods line and branded cookware; and on social media platforms, including, Facebook, Twitter (@Cooking_Light), Pinterest, Instagram (@cookinglight), and Google+. In 2013, Cooking Light received two James Beard Foundation Book, Broadcast and Journalism Awards. Cooking Light is owned by Time Inc., one of the largest media companies in the world.

ABOUT HEALTH:

Health (www.health.com) motivates women to feel happy and healthy every day. Health is the go-to resource for the latest news on nutrition, fitness, health and beauty, delivering smart, actionable advice to help consumers live better. A dynamic multiplatform franchise with a print magazine, robust website, tablet and mobile editions, books, and a strong social media presence, Health reaches a total monthly audience of 24 million. Health is published

ten times a year by Time Inc., one of the largest media companies in the world. Health. Happy Begins Here.

ABOUT JOHN HANCOCK AND MANULIFE

John Hancock Financial is a division of Manulife, a leading Canada-based financial services group with principal operations in Asia, Canada and the United States. Operating as Manulife in Canada and Asia, and primarily as John Hancock in the United States, our group of companies offers clients a diverse range of financial protection products and wealth management services through its extensive network of employees, agents and distribution partners. Assets under management and administration by Manulife and its subsidiaries were C\$935 billion (US\$676 billion) as at December 31, 2015. Manulife Financial Corporation trades as 'MFC' on the TSX, NYSE and PSE, and under '945' on the SEHK. Manulife can be found on the Internet at manulife.com.

The John Hancock unit, through its insurance companies, comprises one of the largest life insurers in the United States. John Hancock offers and administers a broad range of financial products, including [life insurance](#), [annuities](#), [investments](#), [401\(k\) plans](#), [long-term care insurance](#), [college savings](#), and other forms of business insurance. Additional information about John Hancock may be found at johnhancock.com.

The John Hancock Vitality Program is available with select John Hancock life insurance policies and is not available in all states. Life insurance products are issued by: John Hancock Life Insurance Company (U.S.A.), Boston, MA 02117 (not licensed in New York) and John Hancock Life Insurance Company of New York, Valhalla, NY 10595.

ABOUT FAST FORWARD:

As an award-winning turnkey event management, public relations and marketing solutions provider, [Fast Forward](#) specializes in the creation of world-class trade and consumer events, brand activation and experiential marketing strategies. From elite wine and food experiences for thousands of discriminating palates to intimate brand-to-press networking events in the heart of Manhattan, productions by Fast Forward Ventures accelerate human connections, put brands in front of key influencers, and deliver an unparalleled return on experience. Fast Forward Ventures is the producer of John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend and the San Diego Bay Wine + Food Festival, Southern California's largest luxury wine and culinary experience now in its 13th year.

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