

*John Hancock*

HOSTS THE

Cooking Light & Health

**FIT FOODIE**  
RACE WEEKEND

Contact:

Haley Messner, Fit Foodie Race Series

[Messner@fastforwardevents.com](mailto:Messner@fastforwardevents.com)

619-312-1212

Raina Dembner, Cooking Light and Health

[Raina.Dembner@timeinc.com](mailto:Raina.Dembner@timeinc.com)

212-522-4305

**FOR IMMEDIATE RELEASE:**

**REGISTRATION NOW OPEN FOR JOHN HANCOCK HOSTS THE COOKING LIGHT & HEALTH FIT FOODIE 5K AND 15K RACE IN TAMPA, FLORIDA, SEPTEMBER 17, 2016**

*For A Limited Time, The Country's Most Delicious Race Ever Offers \$30 Total Savings On Race Registration – Discount Available Until June 1*

**New York, NY & San Diego, CA (May 10, 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 Tampa, Florida, September 16-18, 2016. Race registration is now open for the 5K and 15K run/walk and John Hancock Vitality Village post-race celebration held at Cotanchobee Park on September 17.

The 5K race, priced at \$25 per person, and the 15K race, priced at \$35 per person until June 1 (\$30 total savings each) 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 first visit to Tampa, we are thrilled to offer this exceptional value, and encourage runners of all levels to take advantage of this special offer by registering before prices increase on June 1."

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 Doughy, 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 weekend events."

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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 race on Saturday, the weekend includes Party with a Purpose on Friday, September 16. Fuel up for race day with yummy bites, mix and mingle with the editors of Cooking Light and Health and have the chance to take home some serious swag. For an added bonus, bring a pair of tennies to donate to [Soles4Souls](#).

The Fit Foodie Weekend concludes on Sunday, September 18 with a calorie-torching Sweat Session. This circuit kicks cardio into high gear with an intense workout suitable for all fitness levels. After the workout, head to the refresh station to refuel and replenish in typical mouthwatering Fit Foodie fashion – you earned it.

“We’re thrilled to be in Tampa for the city’s first Fit Foodie Race Weekend, celebrating the balance of delicious, healthy food and a fun, active lifestyle,” said Kevin White, Group Publisher, Cooking Light & Health.

John Hancock Hosts The Cooking Light & Health’s The Fit Foodie Race Weekend benefits the [American Diabetes Association®](#). Runners are encouraged to form a team and fundraise, in an effort to support the American Diabetes Association’s mission to prevent and cure diabetes, and improve the lives of all people affected by diabetes.

Race registration for John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend in Tampa, Florida is now available at [www.fitfoodierun.com](http://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.

#### **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 Party with a Purpose on Friday night, and Saturday morning race concluding at the John Hancock Vitality Village, a 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. The weekend concludes on Sunday with a calorie-torching Sweat Session complete with a refresh station to refuel and replenish immediately following. For more information, visit [www.fitfoodierun.com](http://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.

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