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FOR IMMEDIATE RELEASE

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Award-winning 80s Band, The Rupert's Orchestra, Selected To Perform

Popular Twelve-Piece Band Lends Nostalgia to Twenty-Six Year-Old Atlanta Fitness Event

Atlanta, GA (August 18, 2008) -- The Atlanta landscape and business community may have changed dramatically since 1987, but not The Rupert's Orchestra, a dynamic twelve-piece dance band that debuted in 1987 to open the popular Rupert's Nightclub in Buckhead, GA, located just a few doors down from the famed 'Disco Kroger.' Big hair, leg warmers and fingerless gloves were hot in the late 80s, and so was Rupert's. For eight years, they were voted 'Atlanta's Best House Band' and known for versatile vocalists and driving rhythm section, accented by a fiery horn section and explosive Latin percussionist.

During Rupert's red-hot popularity in Atlanta, The Kaiser Permanente Corporate Run/Walk was gearing up for its fifth running, the same year Delta Air Lines adopted 'We Love to Fly, and It Shows,' the tallest skyscraper, One Atlantic Center, was erected in Midtown and MARTA fares increased to seventy-five cents a trip.

Organizers of the 26th annual Kaiser Permanente Corporate Run/Walk are excited to welcome The Rupert's Orchestra for the first time as the event's featured entertainment on Thursday, September 25, 2008, providing veteran KPCRW participants an opportunity to step back in time as they step-off for the annual 5K running experience. Two lively sets by The Rupert's Orchestra are planned, transforming the Green Lot at Turner Field into the 'World's Largest Office Party.' The first set begins at 7:15 p.m., about the time that some will be crossing the finish line and ready to celebrate with music that brings back memories.

Runners and walkers of all ages will enjoy the sounds of The Rupert's Orchestra, as the band performs everything from Top 40 hits to Motown and classic rock to 1940s big band favorites. Coupled with an exciting awards presentation moderated by race director and U.S. Olympian, Jeff Galloway, hundreds of company picnics, spectacular fireworks and camaraderie among friends and co-workers, the Kaiser Permanente Corporate Run/Walk will be a nostalgic experience for some and the start of a new tradition for others.

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Free and Special Discount Programs, Products & Services Help Atlanta Companies "Get-Active" and Get Fit In Challenging Economic Times

Unique Year-Round Corporate Fitness Initiative Offers Companies Expert Training Tips and Advice by Former U.S. Olympian Jeff Galloway, Free 8-Week Bally Total Fitness Membership and many other Health & Fitness Perks

Atlanta, GA (July 7, 2008) --- Kaiser Permanente of Georgia, the Live Healthy Georgia Campaign and U.S. Olympian, Jeff Galloway, have teamed up to offer Atlanta companies an affordable way to get active, get fit and get healthy during these challenging economic times. The three entities have partnered on programming aspects for 'GetActive Atlanta' – a free nutrition and fitness training program designed to make it easier for employers and their employees to get active and move toward a healthier lifestyle through information, suggestions and discounts on fitness products.

The eight-week GetActive Atlanta training program is part of the annual Kaiser Permanente Corporate Run/Walk & Fitness Program ([www.kpcorporaterunwalk.com](http://www.kpcorporaterunwalk.com)), one of the largest workplace organized fitness initiatives in the Southeast. Get Active Atlanta officially kicks off on Monday, Aug. 4, 2008 and runs through September 25, 2008 as more than 17,000 runners and walkers step off under the Olympic rings on Hank Aaron Dr. for the start/finish of the annual Kaiser Permanente Corporate 5K (3.1 mile) Run/Walk.

Led by U.S. Olympian and Race Director, Jeff Galloway, the free 8-week program for participants includes:

- Free Bally Total Fitness membership, at all Atlanta locations, with free use of facilities and classes for eight weeks – Aug. 4 – Sept. 25, 2008;
- Weekly emails with fitness and nutrition tips, upcoming activities and events to inspire and motivate participants with healthy recipes and practical tips;
- Training schedules for four different levels of walkers and runners designed by U.S. Olympian and Race Director, Jeff Galloway;
- Discount coupons worth hundreds of dollars to help participants get started with following fitness magazines and retailers: Phidippides Running Stores; Atlanta Woman Magazine, fitAtlanta Health & Fitness Magazine Healthy Living Card, Intown Bicycles, Relax the Back, More Space Place and Spa Sydell;
- and "Wellness Matters" – a monthly email with fitness and nutrition tips from Kaiser Permanente, the Live Healthy Georgia campaign and Event Director Jeff Galloway;

"Get Active Atlanta" focuses on the importance of not simply achieving, but maintaining a healthy lifestyle throughout the year for Atlanta-based companies and their employees regardless of their level of fitness. Employees sign up for the Kaiser Permanente Corporate Run/Walk & Fitness Program as part of a company team and receive weekly fit tips, training schedules and a free, eight-week, 17-session membership at one of any of eight Atlanta's Bally Total Fitness locations.

The Bally membership includes a personal health assessment and 16 specialized group training sessions. Nutritional advice by the experts and physicians with Kaiser Permanente of Georgia and training schedules, fitness and motivation tips from Jeff Galloway, Race Director, former U.S. Olympian and the nation's best-selling author of 'Jeff Galloway's Book on Running', are sent to program participants each week. "Get Active Atlanta provides a comprehensive fitness 'roadmap' that's easily applicable to either the seasoned athlete or beginning walker, jogger or runner," said Jeff Galloway, KPCRW Race Director. "It's designed as a practical guide to motivate, encourage and help participants train the smart way – and most, importantly, avoiding injury." Galloway adds that Get Active Atlanta is a great team-building tool, and many companies through the years have found the Get Active Atlanta program is a positive way to build company solidarity outside of the traditional workplace."

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## New DAG System Finish-line Technology Introduced for Southeast's Largest Corporate 5K Run/Walk

Atlanta, GA (June 16, 2008) --- This year, technology takes center stage at the annual Kaiser Permanente Corporate Run/Walk as run/walk officials introduce the DAG System, an innovative new method to track runner and walkers' finish times using radio frequency identification (RFID) technology. The DAG System will debut as walkers and runners in the 2008 Kaiser Permanente Corporate Run/Walk step off on Thursday, Sept. 25 at 7 pm for the 5K (3.1 mile) course through downtown Atlanta. The DAG System works by embedding an RFID tag in race bibs with the runner's number. The bib is worn by all participants to accurately record the individual's finish time. It eliminates the use of tiny, easy-to-lose chips and electronic mats, a potential tripping hazard for tired runners at the end of a race. Instead, the DAG system utilizes an overhead antenna to record their times. The expandable antenna captures a 48-foot wide finish line and measures multiple times simultaneously. It also maintains a back-up system that ensures that times are recorded for every walker and runner. The wire can be tossed in a barrel at the finish and reused at a later date.

"We're extremely excited to be implementing the DAG system at this year's Corporate 5K Run/Walk in September," said Jeff Galloway, founder and race director of annual Kaiser Permanente Corporate Run/Walk & Fitness program. "Similar to the free Bally membership, this new technology is added bonus for participants. "Runners and walkers alike will be guaranteed accurate results, regardless of finish times."

Now in its 26th year, the annual Kaiser Permanente Corporate Run/Walk has become an annual rite of passage and symbol of corporate camaraderie for many businesses around metro Atlanta. Company team registration is already up over 50 percent from this time last year. First-time teams include Spanx, fitAtlanta Magazine, and the Cobb Chamber of Commerce. Participants seem eager to take advantage of the incentives they receive for signing up, including coupons and discounts that make it easier to embrace a healthy lifestyle.

The Kaiser Permanente Corporate Run/Walk & Fitness Program is open that registers with a company or civic group. T-shirts, sports drinks, music and a variety of giveaways are offered afterwards during the 'World's Largest Office Party,' where hundreds of companies host evening picnics for their employee finishers.

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## FACT SHEET

26th Annual Kaiser Permanente Corporate Run/Walk & Fitness Program's Captain's Kickoff and Informational Meeting

**WHAT:** The second of three Informational Meetings rounds up dozens of corporate team captains participating in the 2008 Kaiser Permanente Corporate Run/Walk and Fitness Program for a celebratory evening of food, fun, and community.

**WHEN/ WHERE:** Tuesday, June 17 from 6 – 8 pm at Assurant  
260 Interstate North Circle SE, Atlanta, 30339

**WHO:** Former Olympian Jeff Galloway will be delivering information and fitness tips to 2008 team captains.

**WHY:** The Informational Meetings are designed to be informative networking opportunities earmarking the year-round fitness program, garnering camaraderie, fun and health awareness among the corporate community.

**COST:** There is no cost to attend the Captain's Kickoff. Registration for the 5K is \$25 through 5 p.m. on August 25, and \$30 after that. To register, call 404-843-8727 or visit [www.kpcorporaterunwalk.com](http://www.kpcorporaterunwalk.com).

**SPONSORS:** Title sponsor: Kaiser Permanente of Georgia. Other sponsors: The Atlanta Journal-Constitution; 929 DAVE FM; Atlanta Sports & Fitness Magazine, 680 The Fan, fitAtlanta Magazine's Healthy Living Card, WSB-TV, Clear Channel Outdoor, Atlanta Woman Magazine and Phidippides.

**BACK- GROUND:** Now celebrating its 26th anniversary, the event began in Atlanta in 1983 with 900 participants from a handful of companies by Atlanta resident and U.S. Olympian, Jeff Galloway. Today, the event attracts more than 17,000 participants from over 500 Atlanta companies and has grown to become the largest workplace organized corporate fitness event of its kind in the Southeast.

**CHARITY PARTNER:** A portion of proceeds benefits Atlanta Braves Foundation and Boys & Girls Clubs of Metro Atlanta.

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MEDIA ALERT: 26th Annual Kaiser Permanente Corporate Run/Walk & Fitness Program Opens with First Captain's Kickoff Event

WHAT: Kaiser Permanente Corporate Run/Walk & Fitness Program (KPCRW) Captains Kick-Off Celebration – The first of three Captain's Kickoff Informational Meetings brings together captains and co-captains heading up their corporate teams at the upcoming 2008 KPCRW 5K. The opening event will feature guest speakers, fitness tips, and food provided by the Park Tavern.

WHEN: Tuesday, May 13, 2008 6:00 – 8:00 p.m.

WHERE: Park Tavern (corner of 10th and Monroe, adjacent to Piedmont Park) 500 10th St. NE Atlanta, GA 30309

WHO: Guest speakers will feature race founder and former Olympian Jeff Galloway and DAVE-FM's radio personality Mara Davis as well as a host of this year's team captains and KPCRW organizers.

BACKGROUND: The Captain's Kickoffs serve as the opening events for each year's Kaiser Permanente Corporate Run/Walk & Fitness Program. The annual workplace-organized fitness event draws more than 17,000 participants from over 400 companies. From May to September, the program will engage an array of metro Atlanta businesses, civic groups, Chambers of Commerce, and executives in a celebration of health and corporate camaraderie. For more information or to register, please visit our website at [www.kpcorporaterunwalk.com](http://www.kpcorporaterunwalk.com).

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Kaiser Permanente Corporate Run/Walk Leads the Way for  
Corporate Wellness in Atlanta in 2008  
Race Director Jeff Galloway, Cites Essential Employee Statistics  
Including 28% Reduction in Sick Leave in Companies with Wellness Programs

Atlanta, GA (March 5, 2008) --- Complementary health approaches to employee wellness have clearly been a trend in the 21st century, particularly in the nation's corporate sector, where fitness programs have been getting increased attention. According to The American Journal of Preventative Medicine, "employers who invest in worksite health promotion programs can see a monetary return of \$3-\$6 for every dollar invested over a two-to-five year period. Documented savings are observed in medical costs, absenteeism, worker's comp claims, short-term disability costs and loss of worker productivity due to employee health problems."

The Kaiser Permanente Corporate Run/Walk & Fitness Program (KPCRW), now in its 26th year, is a year-round fitness program and 5K run/walk that focuses on keeping employees fit and healthy. KPCRW Race Director Jeff Galloway, first winner of the Peachtree Road Race and a U.S. Olympian (1969), is well aware of the current corporate statistics that support the need for workplace fitness initiatives. Anecdotal evidence and research on the cost-effectiveness of worker health indicate that the implications of worksite wellness programs are economically fruitful:

- 28% reduction in sick leave absenteeism
- 26% reduction in use of the health care benefit
- 30% reduced worker's comp claims and disability management;

"These statistics send a strong message about the critical importance of having well employees," said Galloway.

The 2008 Kaiser Permanente Corporate Run/Walk is scheduled for Thursday, September 25, 2008 at 7 p.m. and will be preceded with wellness events such as the 'Get Active Atlanta' challenge, which runs from August 4 until the day of the race, three Captains Kickoff events featuring guest speakers, a Chamber of Commerce Fitness Challenge and weekly "fit tips" from Jeff Galloway via the Kaiser Permanente Corporate Run/Walk web site at ([www.kpcorporaterunwalk.com](http://www.kpcorporaterunwalk.com)).

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Remaining true to 'Thrive' campaign currently underway by Kaiser Permanente of Georgia that emphasizes complementary health and wellness of the whole person, the Kaiser Permanente Corporate Run/Walk fits easily into already-established wellness programs within companies of all sizes throughout metro-Atlanta. Immediately following the annual 5K (3.1 mile) Kaiser Permanente Corporate Run/Walk on Sept. 25, 2008, registrants participate in company picnics in what has popularly known as the 'World's Largest Office Party.'" Last year, the Kaiser Permanente Corporate Run/Walk drew more than 16,000 runners and walkers from across metro Atlanta, and culminated with a Celebration of Fitness that included: a Health & Fitness Expo (presented by Atlanta Sports & Fitness Magazine), a special performance by the Atlanta Drumline, awards presentation for top runners and a grand finale of fireworks that lit the night sky. About the Kaiser-Permanente Corporate Run/Walk & Fitness Program

The Kaiser Permanente Corporate Run/Walk & Fitness Program is a unique workplace-organized fitness event that began in 1983 in Atlanta with 900 participants from a handful of companies. Designed to inspire fun, fitness and camaraderie among Atlanta's corporate community, the annual event attracts more than 16,000 participants from 400-plus companies and is one of the largest workplace organized corporate fitness events in the Southeast. Event highlights of the 26th running event include an eight-week "Get Active Atlanta" training program, Chamber of Commerce Fitness Challenge, 5K run/walk, live music, awards ceremony, and hundreds of office picnics in downtown Atlanta, adjacent to Turner Field.

About Kaiser Permanente of Georgia Kaiser Permanente is the nation's largest not-for-profit health plan, with more than eight million members in Northern and Southern California, Oregon, Colorado, Hawaii, Georgia, Ohio and the Mid-Atlantic states. Kaiser Permanente of Georgia is the state's largest non-profit health plan, providing health care services to approximately 280,000 members through 13 medical facilities in metro-Atlanta and a network of affiliated hospitals and physicians.

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American Journal of Preventative Medicine (2005) "Larry Chapman's 2003 article, 'Meta-Evaluation of Worksite Health Promotion Economic Return Studies,' from The American Journal of Health Promotionm

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