

National RUN@WORK Day

Presented by the RRCA

Friday September 16, 2011



What?

National RUN@WORK Day (www.RRCA.org/programs/run-at-work-day/)

When & Where?

On **September 16, 2011**, the Road Runners Club of America will promote the 6th Annual **RUN@WORK Day** nationwide. Company-based wellness programs, human resources departments, running clubs, running events, running shoe stores, and individuals nationwide are encouraged to plan fun runs and walks around the country with their employers.

Why?

The goal of **RUN@WORK Day**, presented by the Road Runners Club of America, is to encourage adults to get 30-minutes of exercise each day, in accordance with the Physical Activity Guidelines for Americans, either before work, during lunch, or immediately following work. **RUN@WORK Day** also encourages companies to help employees schedule time for physical activity. Incorporating exercise into one's daily routine can markedly improve one's overall physical health.

The US Centers for Disease Control and Prevention (CDC) National Health and Nutrition Examination Survey (NHANES) estimates that 64% of US adults are either overweight (33%) or obese (31%), meaning they have an excess weight of 30 lbs or more. The causes of overweight and obesity can be complex. However simply put, overweight and obesity results from an energy imbalance. Eating more calories and not getting enough exercise or physical activity results in the energy imbalance that causes obesity. The rise of overweight and obesity and the resulting health conditions has a dramatic effect on health insurance costs around the US. It is estimated that overweight and obesity health related medical costs have reached an all time high of \$75.8 billion per year (www.cdc.gov).

RUN@WORK Day supports several of the strategies outlined in the National Physical Activity Plan, launched in 2010. More specifically, **RUN@WORK Day** events highlight how nonprofit and for-profit sports organizations can work directly with business and industry to help promote physical fitness in the work environment.

Participation in the 6th Annual **RUN@WORK Day** is an important step in raising awareness about the importance of daily physical activity. If adults can lead by example, if companies can encourage healthy living, then together we can combat the national inactivity crisis gripping our nation.

How?

- A RUN@WORK Day events can be hosted by company-based wellness programs, human resources departments, running clubs, running events, running shoe stores, schools, and anyone interested in promoting physical activity.
- The event should be a fun run and/or walking event with the duration of at least 30-minutes held before work, during lunch, or immediately after work or all of the above in order to accommodate varying schedules.
- Event hosts should work with a company's human resources department or staff to organize and promote the event within the company.
- Get FREE Run@Work Day posters to promote your event, order online at www.rrca.org/programs/run-at-work-day/.
- Provide participants with general nutrition, fitness and healthy living information. Great resources can be found at www.EnergyBalance101.com.
- Work with local sponsors to provide participant incentives, event support, and promotion.
- Use our sample press release to send to your local media.
- Simply make time to get 30-minutes of running or walking on September 16, 2011 and bring a co-worker or family member with you.