

National RUN@WORK Day

Presented by the RRCA

Friday September 18, 2015



What?

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

When & Where?

On **September 18, 2015**, the Road Runners Club of America will present the 10th Annual **RUN@WORK Day**, nationwide movement to inspire a culture of fitness at work. 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** is to encourage adults to get at least 30-minutes of exercise each day, in accordance with the Physical Activity Guidelines for Americans, either before work, during lunch, or immediately after 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).

Participation in the 10th Annual **RUN@WORK Day** is an important way to continue 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?

- **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 **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.
- 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 and bring a co-worker or family member with you.