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CONTACT: Karla Buckley
PHONE : (920) 431-5514
E-MAIL : kabuck@bellin.org



‘Subway Guy’ to run the Bellin; urge health and fitness

He’ll also visit a Green Bay company to encourage weight loss, better nutrition

GREEN BAY – The man made famous after losing weight by eating Subway sandwiches is the latest celebrity to share plans to join the Bellin Run, one of the largest 10K races in the nation.

The 34th annual Bellin Run will take place at 8 a.m. Saturday, June 12 in front of Bellin Hospital, 744 S. Webster Ave., Green Bay. The run is one of the largest timed 10K events in the United States.

Subway Guy, Jared Fogle, plans to run the June 12 road race. Participants may either run or walk the 6.2-mile course. Fogle plans to use the event to help spread the message of increased awareness of health, fitness and better nutrition. He is scheduled to visit employees from noon-12:30 p.m. Thursday, June 10 at LaForce, Inc. in Green Bay during his three-day stay to hammer home those messages.

LaForce, a Green Bay-headquartered employer, preaches wellness and offers strong support for employees and their families in the pursuit of healthier lifestyles. LaForce, a Bellin Run Corporate Challenge participant, typically signs up more than 30 percent of its employees for the 10K run.

“Having Jared participate in the Bellin Run and visit and speak with our employees really helps our efforts and emphasizes to our employees the importance of healthier living and fitness,” said Amy Ulrich, benefits specialist at LaForce.

“The Bellin Run is a fun event, but training and preparing for it has positive effects for our company’s overall health and productivity. We’re glad that Jared will help us spread that message.”

The Bellin Run Corporate Challenge is a wellness program in which local companies go head-to-head in friendly competition while promoting a healthier lifestyle. The program last year drew 130 company teams with 5,311 employee registrants. Of those employees, 1,042 were first-time Bellin Run participants.

Fogle isn’t the only celebrity planning to participate in the Bellin Run. Local celebs Kristin Steede and Cathy Skell of “The Biggest Loser” also are confirmed registrants at this year’s event.

(More)



The Bellin Run drew 16,746 registrants in 2009. It was the fifth consecutive year the event saw record registration numbers. This year, race organizers have planned to welcome at least 17,000 registrants.

For more information on the Corporate Challenge program, please call Linda Maxwell at (920) 217-5695 or visit www.bellinrun.com and click the “Programs” link.

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About LaForce, Inc.

LaForce, Inc. is a Green Bay-based distributor of doors, frames and related hardware. What started in 1954 as a small local hardware supplier has grown to include eight offices throughout the Midwest with approximately 400 employees.

About Subway

Subway offers a great-tasting, healthier alternative to fast food as well as a tasty way to meet your goals. Whether it is weight maintenance or weight loss, Subway is a great option to individuals aspiring to live a healthier lifestyle and now you can build a better breakfast. As with the entire Subway menu, all breakfast sandwiches are made to order, right in front of the customer and can be customized to include all available condiments and fresh vegetables. While customers build their better breakfast at Subway restaurants, the full menu will also be available. Subway is a registered trademark of Doctor's Associates Inc.

About the Bellin Run

The Bellin Run, a 10K (6.2 mile) run/walk in Green Bay, Wis., is among the 10 largest 10K races in the nation with 16,746 registrants. Established in 1977, the Bellin Run features elite runners, a children's run, Corporate Challenge, running expo, all-you-can-eat spaghetti dinner and a number of other events and activities for runners and their families. This year's 34th annual Bellin Run is June 12. For more information, or to register, visit www.bellinrun.com.