



## FOR IMMEDIATE RELEASE

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Mayor Cornett set to Kick Off runhers Women's Club at Lake Hefner  
*"Women's organization set to change Oklahoma, One Healthy Woman at a Time."*

(Oklahoma City - August 10, 2009) The runhers management team announces today that the official media and kick off of the new women's club is set for tonight Monday, August 10 at 7:00pm on The Lake Hefner Trail in front of Louie's on The Lake. Oklahoma City Mayor Mick Cornett will officially welcome the organization to OKC and start the ceremonial 30 minute run/walk to kick off the fall training schedule and launch the organization.

The women's club has exploded in popularity on Facebook in a few short weeks and has already gained national attention on the running and walking radars. runhers co-founder Wendi Weaver states, "This official media launch at Lake Hefner tonight is an exciting day for our organization and the women in Oklahoma. We are building a model for healthy living through our mission of changing the way women think about health and wellness. We will literally move them to take action!" Weaver continues, "Changing Oklahoma, one woman at a time and bringing the focus back to family and women being at the center as a model of healthy behavior in the home can dramatically change the fabric of our community. As we say, runhers is ... *for life!*"

Runner's World Magazine Chief Running Officer Bart Yasso states, "The runhers women's club design has all the components to make a huge impact on the vitality of the communities it will serve. Women are the fastest growing segment of running and walking events now and the runhers women's club has hit a home run with its focus on women's healthy living!"

Several members of the runhers club will be available for interview including Mayor Cornett and the co-founders Wendi Weaver and J.K. Kidder - as well as some of the inspiring people already being changed by this organization.

### **About runhers community outreach**

runhers is a women's club dedicated to healthy lifestyles through running and walking in Oklahoma. We are dedicated to the support and growth of women of all ages and abilities. The runhers culture will be a very dynamic and public resource in the community. The club will be active in the health and wellness promotions area of the community. runhers will execute this by being the women's community resource participating in forums, speaking at various civic functions, promoting women's lifestyle and healthy living at health fairs and building events in the community. Our runhers medical advisory team will be offering advice on women's health issues on an ongoing basis.

- A highly visible women's community resource
- An active and dynamic runhers recruiting program to drive membership
- Active voice on women's issues – runhers speakers bureau
- walkhers programs for walking groups
- Press releases, TV, print and radio appearances speaking out on health issues
- Producing high profile, high impact running and walking events and forums
- Family themed events
- Dinner and socials with local/national celebrities
- Princess Run and Gala for Girls
- Women Only Running and Walking Events
- Healthy Cooking Classes, Family Picnics
- Mother – Daughter Programs

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