

MEDIA ALERT

FOR IMMEDIATE RELEASE

GIRL SCOUTS TAKE OVER EL DORADO EAST REGIONAL PARK FOR INAUGURAL FAMILY FIT FAIR & COSTUMED 5K/2K RUN/WALK, OCT. 11

**Girl Scouts of Greater Los Angeles hosts fitness event in Long Beach for 700+ Girl Scouts;
Junior Olympic Gold Medalist and Track Olympian Althea Moses to participate in meet & greet**

WHAT: As a way to celebrate wellness and encourage families to have fun staying healthy and fit together, Girl Scouts of Greater Los Angeles (GSGLA) is hosting its inaugural Family Fit Fair & 5K Run/Walk at El Dorado East Regional Park in Long Beach, Oct. 11. At the event, more than 700 Girl Scouts and their family and friends will take part in a costumed (Girl Scout spirit!) 5K challenge course, which includes fun “obstacles,” like an inflatable course, aerobic workouts, and more. (Little ones will enjoy a 2K Tot Trot.) Besides the run/walk, attendees will try out cardio hip-hop, extreme hula-hooping (Hoop-a-Palooza), and Zumba at the Nestlé Fitness Stage; explore archery and interactive activities at the health-happy exhibit area; and enjoy healthy food trucks, contests, raffles, and more—not to mention a meet-and-greet with Junior Olympic Gold Medalist and Track Olympian Althea Moses. The event is made possible by Nestlé and Ralphs Food 4 Less. *(Note: Registration for this Girl Scout event is closed; but media is invited.)*

WHEN: Saturday, Oct. 11, 2014, 10 a.m. to 2 p.m.

WHERE: El Dorado East Regional Park, 7550 East Spring Street, Long Beach, CA

WHO: More than 700 enthusiastic Girl Scouts and families—many in Girl Scout-spirit costumes for 5K run/walk; 120 Girl Scout volunteers; community exhibitors; Junior Olympic Gold Medalist and Track Olympian Althea Moses; emcee Kellee McQuinn, KidTribe founder.

FACTS:

- 700+ Girl Scouts and their families and friends are coming together to celebrate fitness by participating in tons of healthy interactive games and obstacle courses, plus a costumed 5K run/walk at Girl Scouts of Greater LA’s inaugural Family Fit Fair.
- When girls join Girl Scouts they are able to participate in fun, empowering events like Family Fit Fair! For more information on how to join Girl Scouts, visit girlscoutsla.org.
- Right now, Girl Scouts of Greater Los Angeles is in great need of volunteers in order to serve more girls in the region. Visit girlscoutsla.org to find out how to get involved.
- Girl Scouts of Greater Los Angeles serves more than 40,000 girls throughout communities in Los Angeles County and parts of Kern, San Bernardino, and Ventura counties in partnership with more than 20,000 volunteers.

PHOTO/B-ROLL OPPORTUNITIES:

Great images of enthusiastic Girls Scouts, families, and volunteers running/walking a 5K in Girl Scout-spirit costumes; interactive fitness-related exhibits, including a bike safety rodeo, ZUMBA, and more.