



NORTH GEORGIA HEALTH DISTRICT

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

APRIL 15, 2019

Express Your SuperPower 5K/10K Sept. 21st in Canton!

NORTH GA - It's time again to let that inner super hero shine at the annual *Express Your SuperPower 5K/10K* on Saturday, September 21, 2019. Come solo or bring the whole family for this exciting event held annually at the Etowah River Park on Brown Industrial Parkway in Canton.

Be sure to dress as a favorite super power hero for a chance to win a prize!

Preregister at www.expressyoursuperpower5k.com to guarantee receiving an *Express Your SuperPower* T-shirt. Registration will also be held that morning prior to race time. Both a walking and running event, the *Express Your SuperPower 5K/10K* begins at 8 a.m. See the following ***Express Your SuperPower 5K/10K Activities and Details at a Glance*** guide.

Fun activities are planned for people of all ages with the focus on awareness of breastfeeding and the health of babies and children.

Carol Hendrix, WIC Breastfeeding Coordinator for the North Georgia Health District, said, "We join each year with our breastfeeding coalition at the local and state levels to present the *Express Your SuperPower 5K/10K* as an extension of our celebration of World Breastfeeding Week, observed annually August 1 – 7. Proceeds go to the Northwest Georgia Breastfeeding Coalition and the Georgia Breastfeeding Coalition."

Breastfeeding is a vitally important public health issue that affects all Georgians.

According to the Centers for Disease Control and Prevention (CDC), breastfeeding is the best method for early infant feeding and the healthiest option for most mothers and babies. Mothers and their children show short-term and long-term health benefits from breastfeeding. Although 80% of mothers start out breastfeeding, more than 50% stop before they intended. Only about 22% of infants are being exclusively breastfed as recommended by the time they are 6 months old. These low rates of breastfeeding add more than \$2 billion a year to direct medical costs in the United States.

The CDC also emphasizes the necessity of physical activity for everyone.

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NORTH GEORGIA HEALTH DISTRICT 1-2

Cherokee: Canton (770) 345-7371 / Woodstock (770) 928-0133 Gilmer (706) 635-4363 Pickens (706) 253-2821
Fannin (706) 632-3023 Murray (706) 695-4585 Whitfield (706) 279-9600

The CDC states that physical activity offers many benefits for the health of individuals and communities. Getting enough physical activity can prevent 1 in 8 cases of breast cancer, 1 in 8 cases of colorectal cancer, 1 in 8 cases of type 2 diabetes and 1 in 12 cases of heart disease.

The *Express Your SuperPower 5K/10K* is not only a terrific opportunity for individuals and families to engage in physical activity but to also support breastfeeding awareness.

Register today for the *Express Your SuperPower 5K/10K* at www.expressyoursuperpower5k.com.

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Express Your SuperPower 5K/10K Activities and Details at a Glance Guide:

September 21, 2019

Etowah River Park
Brown Industrial Pkwy
Canton, GA

Race Starts: 8:00 AM

Awesome flat & fast course completely inside the parks, so the little super heroes won't have to run on the street. The 5K/10K starts at 8:00 am, then a 1-mile Fun Run, and a Tot Trot. The finish line will have loads of fun things to do before the awards are given out (Overall M/F, Master's Overall M/F, & top 3 in all the regular age groups).

Runners & Walkers are both welcome.

Great technical race shirts to everyone preregistered.

Race Day Schedule

7:00 AM - Race Day Check in Starts

8:00 AM - 5K & 10K Start

Course

The 5K course starts and finishes in Etowah River Park and is FLAT, except for the bridge over the river. The 10K course is a double loop and should provide a perfect opportunity if you're wanting to do your 1st 10K. If you're a seasoned 10K vet, this should provide you with an opportunity to get a PR.

Timing & Awards

The event will be chip timed and we'll have awards for the Overall M/F, Overall Master's M/F, as well as top finishers in all the normal 5yr age groups starting at 10 & under through 75+.

Finish Line & Post Race Refreshments

Super Heroes, music, & a ton of fun stuff await you at the end of your run.

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Five Star Turkey Trot & Five Star Championships

All participants will be eligible for free entry into the Five Star Turkey Trot on Thanksgiving Day. Top finishers will earn a spot in the Five Star 5K championships to be held on 12/17.
Entry Fee Registration

Regular Entry...Through 9/20

5K...\$25
10K...\$25
Fun Run...\$25
Tot Trot...\$10
Virtual 5K...\$27
Phantom 5K...\$27

Race day registrations are welcome for \$5 more... and shirts are not guaranteed.

Timing & Awards

The event will be chip timed and we'll have awards in the following Categories:

Overall M/F
Overall Master's M/F
Overall Grand Master's M/F
Overall Senior Master's M/F
Top finishers in all the normal 5yr age groups starting at 10 & under through 75+.

Finish Line & Post Race Refreshments:

Super Heroes, music, & a ton of fun stuff await you at the end of your run.

Teams & Groups

Grab your family, friends, and co-workers and participate as a team...you can score a great discount, and nothing will replace the additional fun.

5+...Save 10%
11+...Save 15%
21+...Save 20%
51+...Save 25%
100+...Save 30%

About Us: The North Georgia Health District is part of the Georgia Department of Public Health. One of 18 health districts in the state, the North Georgia Health District (District 1-2) is comprised of six counties: Cherokee, Fannin, Gilmer, Murray, Pickens and Whitfield. Many public health programs and services exist throughout the district, all of which are designed to meet the needs of the people of North Georgia. Learn more about us at www.nghd.org, and follow us on [Facebook](#), [Instagram](#) and [Twitter](#).



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