

CRIM NAMES HEALTHPLUS AS NEW TITLE SPONSOR OF HEALTHPLUS CRIM FESTIVAL OF RACES, ANNOUNCES NEW 10-MILE COURSE, CHANGE OF MICHIGAN MILE DATE

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New Crim 10-Mile Route Allows for Growth of Race and Downtown; Michigan Mile Taking Place Friday Evening to Accommodate More Participants

FLINT, MI - The Crim Fitness Foundation announced today a strengthened partnership with HealthPlus, the first ever title sponsor of the 2013 and 2014 HealthPlus Crim Festival of Races, as well as a re-designed route for the famous Crim 10-Mile course, its 5K course, and a new date and course for the Michigan Mile.

Throughout HealthPlus's longtime partnership with the Crim, the two organizations have shared a mutual dedication to improve the health of the greater Flint community and promote active, healthy lifestyles. This year, HealthPlus has significantly increased their commitment to that mission and to the Crim, and have become the first ever title sponsor of the HealthPlus Crim Festival of Races, for both 2013 and 2014.

"Our partnership with HealthPlus is a natural fit for both organizations," said Andrew Younger, Crim race director. "They have stepped up for the Crim and for Flint in a big way, allowing us to not only create an amazing race experience for all participants, but also to execute our mission to cultivate fitness as a community and family value in Flint, Genesee County, and beyond."

Changes to miles one and two of the Crim 10-mile course were also announced. The new route, which is certified by USA Track & Field and the Road Runners Club of America, will allow the race to accommodate greater numbers of runners and walkers while preserving the most beloved parts of the course. The new route avoids cutting down First

Street, which up until now has divided the space in half between the Start and Finish lines. The new route, which is available for download at the crim.org website, highlights new and exciting parts of Downtown Flint and will allow for improved access to the growing Downtown Flint area during the Festival. The latter half of the Crim 5K route has also been changed slightly for the same reasons.

"The Crim has changed many times over its history," said Bobby Crim, former Speaker of the Michigan House of Representatives and founder of the Crim. "As the race continues to grow in popularity, parts of it must evolve to ensure that the experience inspires all participants, volunteers and spectators to not only come back next year, but to remain active all year long."

In addition to the new routes, the Crim is excited to announce that for the first time, the Michigan Mile, the Crim's one-mile race, will take place the evening of Friday, August 23, following the Lois Craig Invitational of the Michigan Special Olympics. This change will make it easier for more runners and walkers to participate in this increasingly popular event that features the only "Block M" medal for race finishers. The race welcomes athletes of varying fitness levels, from competitive high school and collegiate track athletes to those just starting to run or walk.

"Moving the Michigan Mile to Friday gives more people the opportunity to participate in this popular distance," said Judge Bob Ransom, Crim Race Committee Chair. "Whether runners and walkers use the event to warm up before Saturday's big races, or to test how fast they can sprint a single mile, or even if they are beginning their journey toward an active lifestyle with a single mile, they'll be able to participate in this showcase Crim event on Friday evening, August 23rd, at 7:30." A brand-new Professional Mile will also take place on Friday, August 23, right before the Michigan Mile. This race will be Michigan's premier invitation-only one-mile race for elite runners, recognized by the national one-mile organization, *Bring Back the Mile*, with a total prize

purse of \$10,000.

One thing that remains unchanged about the HealthPlus Crim Festival of Races is its objective and ability to inspire runners, walkers, wheelers, volunteers, and spectators to live active lifestyles throughout the year.

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The Crim Fitness Foundation, located in Flint, Michigan is a 501(c)(3) non-profit organization committed to improving community health in Flint and beyond through best practice nutrition and physical activity programming and advocacy. Through its annual HealthPlus Crim Festival of Races, its CrimFit adult and youth training programs, and its Active Living events and advocacy efforts, the Crim promotes well-being through active, healthy, and mindful lifestyles.