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**FOR IMMEDIATE RELEASE**

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**CRIM FITNESS FOUNDATION TO HOST VALENTINE'S DAY BLITZ AND OPEN HOUSE  
Community Encouraged to Renew Resolutions and Make Valentine's Day a Heart  
Healthy Holiday**

**(FLINT, MI)** – The Crim Fitness Foundation is encouraging community members to make this Valentine's Day a heart healthy holiday! Bring a friend and together renew your New Year's Resolutions during the Crim Valentine's Day Blitz and Open House Thursday and Friday, Feb. 13 – 14.

The Valentine's Day Blitz and Open House will take place 10 a.m. – 7 p.m. Thursday, Feb. 13 and 9 a.m. – 5 p.m. Friday, Feb. 14 at 452 S. Saginaw Street in Flint. Guests will have the opportunity to be entered into drawings for prizes and light refreshments will be served.

New this year is the CrimFit Wellness Program, a year-round wellness program designed for people interested in adopting a healthier lifestyle. The Crim will continue providing race training separate from the new wellness program, said Crim Fitness Foundation Program Director Erin Lamb.

"At the Crim, we want to provide opportunities for people to make health and fitness an important part of their lives, regardless of their interest in running or walking a race," said Lamb.

The CrimFit Wellness Program provides participants with a personalized "CrimFit Game Plan", including a fitness calendar, one-on-one meetings with a certified health coach, access to local fitness centers and group fitness classes, meal plans, mindfulness seminars and nutrition counseling. Participants in this program have the option to transition to the CrimFit Adult Training Program. During the Valentine's Day Blitz, registration will be offered at a discounted \$50 per month for those who register with a friend (or \$565 annually). The Crim is able to offer the program at just 10 percent of its estimated value of \$5,600.

For runners and walkers who are interested in simply training for the HealthPlus Festival of Races, registration for the CrimFit Adult Training will also be open during the Valentine's Day Blitz. Participants will train for the race of their choice for 15-weeks from May through August with a group led by a Crim trained group leader. In addition, participants will receive weekly motivational emails, running and walking tips and discounts on local races. Sign up with a friend and enjoy the benefits of the program for \$135. An additional \$10 discount will be given to 2013 participants.

The Crim Fitness Foundation cultivates accessible, vibrant communities in Flint and Genesee County, encouraging people to lead healthy lifestyles with the integration of

physical activity, healthy eating, and mindfulness into their daily lives. From the HealthPlus Crim Festival of Races with its legendary 10 Mile race, to school and summer youth programs, to advocating for green spaces and safe walking and biking pathways, the Crim helps residents be active and healthy all year long. For more information, visit [www.crim.org](http://www.crim.org).

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