

Plans For A New Race With Oakland County

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Less than a month after unveiling new Saginaw Street offices and an ambitious health and fitness initiative, officials of the Crim Fitness Foundation announces plans to partner with Oakland County to produce a half marathon road race in the fall of 2008. The race is named The Brooksie Way Half Marathon, Presented by Oakland County and The Crim Fitness Foundation to honor the memory of the son of Oakland County Executive L. Brooks Patterson, who passed away earlier this year.

Discussions between the Crim and Oakland County officials began after Patterson announced in his State of the County address his desire to bring a world class running event into Oakland County, modeled after Flint's Crim Festival of Races.

"We look forward to building 'The Brooksie Way' into an annual event that runners will highlight on their calendars," Patterson said. "We consider ourselves fortunate that the Crim Fitness Foundation and its long history of programming and fitness excellence is sharing its considerable expertise to put Oakland County on the racing map. They've allowed us to make enormous strides in a very short time and I'm excited about the prospect."

Bobby Crim, former Michigan Speaker of the House and Crim founder, made the following comments concerning the new partnership: "It is a pleasure to be partnering with L. Brooks Patterson and the many resources of Oakland County for launching what is destined to be another world class running event. Our long term partnership is sure to bring many benefits for fighting the obesity epidemic that exists in our communities."

According to Crim Race Director, Deb Kiertzner, this joint venture represents a true compliment to the Crim and will be a win-win situation for everyone. "Here in the Flint area we understand and

appreciate what the Crim has meant to this community for 31 years. It is reaffirming to know the reputation and stature the race holds beyond Genesee County and throughout the state of Michigan."

While the Crim will administer operations of the half marathon, Kiertzner stressed the importance of grass roots participation by Oakland County residents. She will work with a race committee comprised of representatives from both the public and private sector and all aspects of road race management.

One of the first items to be determined with the committee and United States Track and Field officials is the half marathon course. Several options are being considered for the race, scheduled to take place on Sunday, October 5, 2008.

The Crim Festival of Races is the flagship event of the Crim Fitness Foundation, a nonprofit organization offering year round health and fitness programs for children and adults. Proceeds from this partnership will allow for the further development of health and fitness programs for youth and adult in both counties.