

**FOR IMMEDIATE RELEASE
NEWS FROM RURAL HEALTH INITIATIVE
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Choose to Move 5K returns to 2016 Shawano County Fair Lineup
Modified course aimed at increasing ease for runners

The 2nd annual *Choose to Move* 5K walk/run returns in a few weeks to provide Shawano County fairgoers of all fitness levels with a healthy opportunity to burn some calories while engaging with health-focused community members.

The *Choose to Move* 5K is scheduled for Thursday, Sept. 1, beginning at 6 p.m. The 3.1 mile course has been modified from last year to make it easier for participants to navigate. The course starts with a loop within the fairgrounds before venturing out to the Mountain Bay Trail. Participants will exit off the trail at Lincoln Street and travel a half mile loop within town passing Mountain Bay Outfitters before trekking back to the fairgrounds via the Mountain Bay Trail.

All proceeds of the event benefit the Rural Health Initiative, which helps keep farm families healthy in Shawano County.

Rhonda Strebel, executive director of the Rural Health Initiative, said the event fits into the county fair lineup.

"Farming is a big part of Shawano County and the Shawano County Fair. People love to come and see the barns, animals and tractor pulls. This 5K is another way to get involved and support farming," she said.

Early-bird registration is currently underway with a t-shirt guarantee for any participant who pre-registers before Aug. 25. Registration fees start at \$20 for individuals 13 years of age and older, and \$10 for ages 12 and younger. The course is considered stroller-friendly, and participants are reminded the course includes a short portion of non-paved terrain within the fairgrounds. Registration includes a free admission fair pass, a parking pass, and a t-shirt.

Registration forms are posted online at the Shawano County Fair website (<http://www.shawanocountyfair.net>) and the Rural Health Initiative website (www.wiruralhealth.org). Registration is also available online at www.Active.com using search words Choose to Move.

The event started last year as a collaboration between the Shawano County Ag Society and Rural Health Initiative to help "move the needle" toward optimal health in Shawano County. Last year's event generated interest from individuals of all ages.

"It was super fun seeing over 90 people from ages 5-85 join us to taking a walk or job before going to the fair. We hope to see over 100 people this year", Strebel said.

The Rural Health Initiative is a 501(c)3 non-profit organization with a mission to be "A Bridge to Improve and Sustain the Health and Safety of Farm Families." For more information, visit www.wiruralhealth.org or call our main office at 715-524-1488.

For more information, members of the media may contact RHI Executive Director Rhonda Strebel at rhonda@rhiwi.org or (715) 524-1488.

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