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FOR IMMEDIATE RELEASE

January 23 is the Keiki Run Early Entry Deadline

Monday, January 23 is the early entry deadline to register for the *Hawaii 5210, Let's Go! Keiki Run* scheduled for February 18 at the Neal Blaisdell Center. Online registration continues until January 31 at www.hawaii5210.com

The 1.5 mile *Keiki Run*, presented by Kaiser Permanente, is a healthy fundraising opportunity for Oahu preschools and elementary schools. Last year, 1,400 children and their families from 65 schools raised over \$25,000 to support their schools' PE, nutrition education and physical activity programs. This year, registration will be capped at 2,500 entrants with all proceeds from the event going back to schools designated by each entrant.

Organizers of the *Hawaii 5210, Let's Go! Keiki Run* are promoting the 5-2-1-0 slogan, the healthy living message which encourages behaviors associated with healthy weight in children: 5 or more fruits and vegetables, 2 hours or less of screen time, 1 hour or more of physical activity and no (0) sugary beverages each day.

After the race, participants will enjoy a Healthy Breakfast sponsored by UHA, with nutritious products from Meadow Gold Dairies and McDonald's Restaurants of Hawaii.

Demonstrations of physical activity will be featured such as Kama'aina Kids' Climbing Wall, Hawaii's Jump Rope Team, and Kapolei Middle School's Ballroom Dancing Class. The Keiki Run will also debut the winning theme song entry from the **Hawaii 5210 Song Contest**, sponsored by KCC Culinary Arts Department, in partnership with the HMSA and the Hawaii Youth Opera Choir.

Community partners include Kaho'omiki: Hawaii Council on Physical Activity and Sports, HAHPERD: Hawaii Association for Health, Physical Education, Recreation and Dance, Action for Healthy Kids, Hawaii Education Matters and PSE – Pacific Sporting Events, organizers of the Honolulu 5K.

For more information, go to www.hawaii5210.com.

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