

## **CAPTAIN RUNNING MAN RISKS LIFE, LIMBS FOR HEART ASSOCIATION** *Anytime Fitness mascot soars to new heights to raise awareness, lower blood pressure*

Las Vegas, NV – October 6, 2007

In his never-ending effort to promote good health – while simultaneously raising awareness about a pair of serious medical conditions – Captain Running Man recently embarked upon perhaps his most amazing adventure yet. The purple-costumed Anytime Fitness mascot boarded G-Force One – a “Zero Gravity” plane similar to those which astronauts use during training missions – and bravely hurled himself into the unknown. While specially-trained pilots forced the aircraft into a nauseating series hair-raising nose-dives, Captain Running Man soared in a weightless freefall, approximately four miles above the Earth.



Why? Well, primarily to prove -- once and for all -- that anything is possible when you pry your rear-end off the sofa and dedicate yourself to a healthy lifestyle. But also to help raise money for the American Heart Association, and the Boys & Girls Clubs of Dixon.

Throughout the entire month of October, Anytime Fitness clubs all over the country – including the Anytime Fitness club in Dixon – have been “Celebrating Everyday Super Heroes” while raising money for the American Heart Association (AHA) and a wide variety of smaller, local charities. In conjunction with the nationwide campaign, Anytime Fitness clubs have been asking local businesses and organizations to “nominate” Everyday Super Heroes (a valued employee, a loyal customer or a dedicated volunteer, for example). The nominees are then honored with certificates that are displayed at the clubs. The sponsoring businesses each make a donation which is equally divided between the American Heart Association and a local charity. The goal of the campaign is to raise \$125,000 for the AHA and another \$125,000 for local charities.

### **Nationwide Open House**

So that members of the general public can see which of their neighbors have been honored as “Everyday Super Heroes,” Anytime Fitness will be hosting a nationwide open house Monday, October 15<sup>th</sup>, 10a.m to 7p.m. Anyone who tours the club, which is located at 2600 Plaza Court, Suite D, Dixon, will be given a free gift and a free pass to use Anytime Fitness. You’ll also have the opportunity to sign up for a discounted membership – if you can convince club representatives that *you* are an everyday super hero in your own special way.

### **A FOOTNOTE**

Captain Running Man originally earned the right to fly aboard G-Force One by making a generous donation to “Augie’s Quest” – a fundraising campaign named in honor of Augie Nieto, a fitness industry pioneer who was diagnosed in March of 2005 with amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig’s disease. Others who’ve recently flown on the

Zero-Gravity flight include renowned physicist, Stephen Hawking, who is also battling ALS. To learn more about Anytime Fitness and Captain Running Man, visit [www.anytimefitness.com](http://www.anytimefitness.com)

For further information, please contact: Jim or Brandy Hall, 707-693-9500.