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Press Release

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Endurance Festival and Portneuf Medical Center offers free participation for youth

The Portneuf Medical Center has partnered with the Endurance Festival so that youth 17 years of age or younger may participate free in any Pocatello Endurance Festival event. There are two Endurance Festivals being produced in Pocatello in 2009. On May 16 the event will highlight courses on roads and the Portneuf Greenway. The September 12th event will be trail events on the famed City Creek Trail System. Both events will have the festival and start/finish lines at Centennial Park.

Participants can choose from many Endurance Festival event options that include run 5K, 10K or 13.1 mile half marathon; cycling 20K, 40K and 50 mile half century; and the DuXtreme duathlon 25K Sprint (5K run-20K bike), 50K Olympic (10K run-40K bike), and 101.5K Xtreme (13.1 mile half marathon-50 mile half century) distances. The events are held on 5K run and 20K bike circuit courses. There will also be short run and bike courses for younger children ages 2-10.

Ann Swanson, Director of Community Relations said, "Part of Portneuf's mission as a community hospital is to encourage healthy lifestyle choices. We do that through our community education programs and sponsorships of events like the Endurance Festival that provide a venue for healthy, positive choices. This is particularly important for young people who are establishing lifestyle patterns."

Mike Welch, event director for the Endurance Festival added. "What a great sports opportunity to give the youth in our community. PMC has helped us remove financial limitations in developing an active lifestyle with youth. We get to run and bike alongside them as role models and cheer them on to the finish line. There are no limits to the goals we can pursue."

Free youth registration includes participation in any event (any distance run, bike, DuXtreme duathlon, or kids short run and bike events), a drawstring backpack and goody bag, water bottle, feed stations and more. Parents must fill out the registration and medical form in advance for youth to participate. Get your kids signed up today!

The Endurance Festival events in Pocatello are part of a series that also includes stops in Boise at the Idaho Velodrome and Cycling Park May 30 for trail events, and in Park City, Utah on September 19 for road events. To sign up for the free youth registration or for additional information on the Endurance Festival, go to www.EnduranceFestival.com, e-mail info@EnduranceFestival.com, and call 208-233-3798 or toll free 866-8-ECO-FUN.

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