



For Immediate Release

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Denver Girls Take off Running at the Rocky Mountain Health Plans 5K Registration Starts Now for Final Challenge in Life-changing 12-week Girls on the Run Program

(May 16, 2007 - Denver, CO) - On June 2, 2007 more than 200 girls ages 8 to 14 from across the Denver area will run in the Rocky Mountain Health Plans 5K Run/Walk in City Park. It is the final challenge of a 12-week program called Girls on the Run.

The 2007 Rocky Mountain Health Plans 5K Run/Walk expects more than 750 participants, including Girls on the Run participants, family members, coaches, teachers, individuals, seasoned runners and walkers. Registration for the Rocky Mountain Health Plans 5K is now available online at www.active.com, www.girlsontherundenver.com. Race brochures and mail in registrations forms are available at local running stores like Runners Roost.

"We want this to be a fun event for all levels of participants, from the elite runners to the walkers and young competitors," said Wendy Jacobs, event coordinator. "This race will have something for everyone and may not look like your typical 5K."

Girls on the Run is a non-profit organization that helps prepare girls ages 8 - 14 for a lifetime of healthy living. The organization uses the power of running to change the way girls see themselves and their opportunities. It is an innovative health education and wellness program that uniquely combines training for a 3.1 mile run/walk event with life-changing, self-esteem enhancing lessons that encourage healthy habits and an active lifestyle. Girls learn to stretch themselves - physically, mentally, socially, and emotionally - and in the process, are inspired to a lifetime of self-respect and healthy living.

"The final 5K event is a great way for us to culminate our season," said Lisa Johnson, director of Girls on the Run Denver. "The girls get so excited for the event and the smile on their faces as they cross the finish line speaks volumes to the program's value. We are very proud of each girl's personal accomplishments."

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There is a wealth of evidence that underscores the physical and psychological benefits of sports participation among adolescent girls, including, improved self-esteem, increased self-confidence, and increased fitness and bone density. In addition, it has been shown to decrease the likelihood that girls will adopt risky adolescent behaviors such as drug and alcohol use, early sexual activity and eating disorders/obesity.

Girls on the Run of Denver is an independent council of Girls on the Run© International. Girls on the Run of Denver kicked off their first season in spring 2005. Currently, there are 17 Girls on the Run programs in the Denver area with more than 200 participants. Each season, approximately 50% of the participants are considered low-income, at-risk students and receive full scholarships to participate in the Girls on the Run program. In order to provide the scholarships, Girls on the Run relies on donations from foundations, businesses and individuals, as well as the proceeds from the Rocky Mountain Health Plans 5K.

"We are proud to support Girls on the Run in their efforts to improve the quality of life in our community," said John Hopkins, president and CEO of Rocky Mountain Health Plans. "We believe that encouraging young people to lead healthy lifestyles is a key to securing a healthy future for all of us."

Rocky Mountain Health Plans is a Colorado-based, not-for-profit health plan. Founded in 1974, it offers a wide range of medical benefit options to over 205,000 members, including PPO, HMO, shared-funding, and self-funded medical plans.

The Rocky Mountain Health Plans 5K Run/Walk Details

Date: Saturday, June 2, 2007

Time: 9:00 a.m. race start

Where: City Park, Denver (southeast corner of City Park. Parking available at East High School)

Early Registration: \$10 youth, \$25 adult online at www.active.com or www.girlsontherundenver.com. Mail-in registration brochures are available at local area running stores

Race Day Registration: \$15 youth, \$30 adult

For more information go to www.girlsontherundenver.com.

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