



HOSTS THE

Cooking Light & Health

FIT FOODIE
RACE WEEKEND

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FOR IMMEDIATE RELEASE:

**JOHN HANCOCK JOINS THE COOKING LIGHT & HEALTH FIT FOODIE RACE SERIES AS
HOST SPONSOR**

*Thirty-One Year Sponsor Of The Boston Marathon Introduces New John Hancock Vitality
Village To Fit Foodie Race Series, Providing Ultimate Finish Line Experience*

New York, NY & San Diego, CA (February 4, 2016) – [The Cooking Light & Health Fit Foodie Race Series](#) today announces partnership with financial services leader, [John Hancock](#). In 2016, John Hancock will be the host sponsor of the four-city race series that will take place in Fairfax, Virginia (May 20-22); Austin, Texas (June 24-26); Tampa, Florida (September 16-18) and San Diego, California (TBD).

As host of the 2016 race series, John Hancock will sponsor the John Hancock Vitality Village, giving runners the ultimate post-race experience. In the new John Hancock Vitality Village, runners cross the race finish line and celebrate their hard work through delicious and healthy experiences that reward a job well done in the most mouthwatering way possible.

"John Hancock Vitality life insurance customers are rewarded for making healthy choices, which is why John Hancock is an ideal partner for the Fit Foodie, as both groups are committed to providing experiences that prove a fit and healthy lifestyle can co-exist with a love for fun and healthy food experiences", says race co-producer, Michelle Metter.

"The [Fit Foodie](#) weekend is a multi-layered event where food and fitness mix and healthy meets delicious," added Metter. "Runners of all levels are intrigued by the Fit Foodie lifestyle, and participate in the weekend to experience food and fitness at its finest. The series places the country's top healthy living brands face-to-face with eager enthusiasts who are passionate about healthy lifestyle choices, but also believe in indulging on occasion."

Inside the John Hancock Vitality Village, runners mix and mingle with the editors of Cooking Light and Health, while innovative food and fitness brands provide calorie torching post-race workouts, distribute food and drink samples ranging from healthy snack bars, to decadent indulgences, showcase exciting giveaways and offer interactive experiences for runners to learn new tips and tricks for living a healthy well-balanced life.

"We are thrilled to be the host sponsor of The Cooking Light & Health Fit Foodie national race series this year," said Michael Doughty, President and General Manager, John Hancock Insurance. "Supporting events that promote a healthy lifestyle through exercise and

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nutrition is important to us. In celebration of the first race weekend of 2016, we invite you to meet 2015 Boston Marathon champion Caroline Rotich and four-time Boston and New York City Marathon winner Bill Rodgers at the finish line in the John Hancock Vitality Village."

Throughout the three-day Fit Foodie race weekend, calories are both burned and earned while the pages of [Cooking Light](#) and [Health](#) come to life. In addition to the Saturday race and John Hancock Vitality Village, runners interact with Cooking Light and Health and other likeminded brands through a Friday night VIP party featuring bites, sips and giveaways. on Sunday morning, a workout is followed by a Cooking Light and Health inspired dining experience.

"The Cooking Light & Health Fit Foodie Race Weekend has always been a unique opportunity to celebrate the balance of delicious, healthy food and a fun, active lifestyle," said Kevin White, Group Publisher, Cooking Light and Health. "Now in our fourth year, we are excited for John Hancock to join us as Host Sponsor and provide new activations that enhance the Fit Foodie experience to make it the most delicious race weekend ever."

For sponsorship inquiries and more information about John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend, visit www.fitfoodierun.com. John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend is a production of Fast Forward based in San Diego, CA.

ABOUT JOHN HANCOCK HOSTS THE COOKING LIGHT & HEALTH FIT FOODIE RACE WEEKEND:

John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend event series is the ultimate weekend celebration of food, fitness and fun. In 2016, the race series will be held in Fairfax, Virginia, Austin, Texas, Tampa, Florida and San Diego, California. The weekend includes a Friday night VIP Party and Saturday morning race concluding at the John Hancock Vitality Village, chock-full of delicious food and beverage samples, exciting culinary demonstrations from Cooking Light personalities, and mini fitness classes led by acclaimed professionals. The weekend concludes on Sunday with a calorie-torching workout followed by a delicious dining experience. For more information, visit www.fitfoodierun.com, or follow the Fit Foodie Race Series on [Facebook](#), [Twitter](#) and [Instagram](#). John Hancock Hosts The Cooking Light & Health Fit Foodie Race Weekend is produced by Fast Forward. For more information call 619-312-1212.

View additional boiler plates [here](#).

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