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## FOR IMMEDIATE RELEASE

### **ACTRESS, AUTHOR AND TELEVISION HOST ALISON SWEENEY HITS THE GROUND RUNNING IN *COOKING LIGHT & HEALTH'S* THE FIT FOODIE 5K RACE WEEKEND, BENEFITTING CITY OF HOPE**

*Lucky Runners To Be Selected To Join "Team Sweeney" and Run The Fit Foodie 5K With The Award-Winning Actress, Author, and TV Host in Austin, Texas, on September 13, 2014*

**New York, NY, & San Diego, CA (September 3, 2014)** – [Cooking Light & Health's The Fit Foodie 5K Race Weekend](#) welcomes actress, author and television host Alison Sweeney to the country's most delicious 5K. Sweeney, an ambassador for the weekend's official charity, City of Hope, will kick off the race held at Mueller Lake Park. Participants who register before September 9 will be entered for the chance to join "Team Sweeney," and run alongside Alison Sweeney during *Cooking Light & Health's* The Fit Foodie 5K. Two fitness enthusiasts will be selected to run with Alison with each runner invited to bring one friend.

Proud supporter and Ambassador to the Fit Foodie 5K Race Weekend's Official Charity City of Hope, Sweeney helps promote the institution's groundbreaking research linking exercise to cancer prevention. In her role as a "Citizen of Hope" Alison serves as an advocate for City of Hope's mission to find new treatments and cures for cancer and other life-threatening diseases. "The Fit Foodie Race Series not only provides a platform for attendees to do something great for their body, but also to raise funds for an amazing organization, City of Hope," said Alison Sweeney.

"I'm committed to advocating to others the importance of living a healthy and well-balanced lifestyle, and the Fit Foodie 5K Weekend unites some of my greatest passions - being active, enjoying time with friends and family, and giving back," continued Sweeney. "Whether you're a seasoned runner or taking part in your first race, *Cooking Light & Health's*, The Fit Foodie 5K Race Weekend provides an outlet to stay healthy, all while supporting a great cause."

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After crossing the finish line, Sweeney will host a meet and greet and book signing in the City of Hope tent during the post-race Finisher's Village from 10:00 a.m. until 11:30 a.m. Free to attend and open to the public, participants do not need to be registered in the 5K race to attend the meet and greet. Sweeney will sign copies of her new book, *Scared Scriptless* (Hachette Books), a juicy novel that take place behind the scenes of Hollywood. Only 150 tickets are available to the meet and greet, and are reserved online on a first come, first serve basis.

Sweeney is best known for her roles as host of NBC's hit reality series "The Biggest Loser" and her portrayal of Sami Brady on NBC's Emmy Award winning daytime drama "Days of our Lives." Starting her 13<sup>th</sup> consecutive season of "The Biggest Loser," Sweeney leads the hit reality show in transforming lives of show contestants and television viewers worldwide.

For more information on Alison Sweeney's tips for health, wellness, fashion and personal anecdotes, follow her on Twitter at [@Ali\\_Sweeney](#), or view her Fit Foodie bio [here](#). To register for the Alison Sweeney book sale and signing, click [here](#).

Tickets and registration for *Cooking Light & Health's* The Fit Foodie 5K Race Weekend at Mueller Lake Park are now available and can be purchased at [www.fitfoodierun.com](http://www.fitfoodierun.com). For the most up-to-date news on the event, visit The Fit Foodie [website](#) or the event's [Facebook](#) page. Follow [@FitFoodieRun](#) on [Twitter](#) and join the conversation with #fitfoodierun or #tweetyourfeet. Sponsors to date include: Power Systems, Cetaphil, Stella Artois, and RockMyRun. *Cooking Light & Health's* The Fit Foodie 5K Race Weekend is a production of Fast Forward Event Productions based in San Diego, CA.

### **COOKING LIGHT & HEALTH'S THE FIT FOODIE 5K RACE WEEKEND EVENT SERIES**

*Cooking Light & Health's* The Fit Foodie 5K Race Weekend Event Series is the ultimate weekend celebration of food, fitness and fun. Continuing the success of the inaugural 2013 San Diego race weekend, *Cooking Light & Health's* The Fit Foodie 5K Race Weekend will expand into three markets in 2014. The race series will kick off in Fairfax, VA (June 20-22), followed by Austin, TX (September 12-14), and culminating in San Diego, CA (November 14-16). The weekend includes a Friday night VIP Light Up The Night cocktail party and Saturday morning 5K race concluding at the Finisher's Village, where runners can enjoy food and wine samples, chef demonstrations, and giveaways, along with fitness and nutrition consultations and other activities. Sunday includes the choice of a yoga session or boot camp hosted by celebrity trainers followed by a healthy brunch to end the weekend. For more information, visit <http://www.FitFoodieRun.com> or follow us on [Facebook](#) and [Twitter](#). Produced by Fast Forward Event Productions. For more information call 619-312-1212.

### **ABOUT COOKING LIGHT**

*Cooking Light* is one of the largest epicurean magazine brands and is uniquely positioned where great food meets good health. The brand delivers innovative recipes, nutrition advice, and resources to live a healthful lifestyle via its magazine, [website](#), and portfolio of cookbooks; across all tablets; through the highly-acclaimed [Cooking Light Quick & Healthy](#)

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[Menu Maker app](#); and on social media platforms, including, [Facebook](#), [Twitter \(@Cooking Light\)](#), [Pinterest](#), [Instagram \(@cookinglight\)](#), and [Google+](#). In 2013, *Cooking Light* received two James Beard Foundation Book, Broadcast and Journalism Awards. *Cooking Light* is owned by Time Inc., one of the largest media companies in the world.

### **ABOUT HEALTH**

*Health* ([www.health.com](http://www.health.com)) motivates women to feel happy and healthy every day. *Health* is the go-to resource for the latest news on nutrition, fitness, health and beauty, delivering smart, actionable advice to help consumers live better. A dynamic multiplatform franchise with a print magazine, robust website, tablet and mobile editions, books, and a strong social media presence, *Health* reaches a total monthly audience of 17 million. *Health* is published ten times a year by Time Inc., one of the largest media companies in the world. *Health*. Happy Begins Here.

### **ABOUT CITY OF HOPE**

[City of Hope](#) is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a comprehensive cancer center, the highest recognition bestowed by the National Cancer Institute, City of Hope is also a founding member of the National Comprehensive Cancer Network, with research and treatment protocols that advance care throughout the nation. City of Hope's main hospital is located in Duarte, Calif., just northeast of Los Angeles, with clinics in Antelope Valley and South Pasadena. It is ranked as one of "America's Best Hospitals" in cancer by *U.S. News & World Report*. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit [www.cityofhope.org](http://www.cityofhope.org) or follow City of Hope on [facebook](#), [twitter](#), [youtube](#) or [flickr](#).

### **ABOUT FAST FORWARD EVENT PRODUCTIONS**

[Fast Forward Event Productions](#) is a turnkey event management and marketing solutions provider specializing in the creation of world-class trade and consumer events, brand activation and experiential marketing strategies, street team and mobile marketing tours. For more information, contact us at 619-312-1212 or visit us at [www.fastforwardevents.com](http://www.fastforwardevents.com).

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