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FOR IMMEDIATE RELEASE

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READY, SET, GO! "GET FIT SAN DIEGO" STARTS IN JANUARY

Chamber and Kaiser Permanente partner on workforce health and wellness

SAN DIEGO (Dec. 12, 2019) – For those looking for a little motivation to accomplish their health and wellness resolutions in the new year, the San Diego Regional Chamber is here to help with its annual Get Fit San Diego Challenge. Get Fit is a fun and friendly fitness competition that gives participants a helping hand on their health related-goals, while underscoring the importance of a healthy, happy workforce. Sponsored by Kaiser Permanente, registration is now open for the 30-day challenge, which begins January 13, 2020.

“Beginning a new fitness plan or starting a company wellness program can be daunting, but with Get Fit we’re making it as easy as possible for businesses and everyone throughout San Diego to start the new year with a focus on health and wellness,” said Jerry Sanders, Chamber President and CEO. “Healthy employees equal productive employees and that’s good for business and good for our community as a whole.”

The Get Fit Challenge is open to everyone – Chamber members and nonmembers, individuals, and teams of five to 10 people. There is no cost to participate. Participants and teams can choose between three levels of competition based on their perceived fitness level: “Back on the Wagon,” “Average Joes,” and “Fitness Buffs.” Those interested in taking part can sign up now by visiting www.getfitsd.org.

“Adopting a healthier lifestyle starts with making the changes that become long term healthy habits. The Get Fit Challenge is designed to give participants the support and motivation to begin that journey,” said Jane Finley, Senior Vice President and Area Manager for Kaiser Permanente San Diego. “Kaiser Permanente is proud to sponsor this program and share in supporting healthy behaviors that help both businesses and individuals find new ways to thrive in 2020 and beyond.”

In celebration of the start of the Get Fit Challenge and to offer participants an opportunity to network, all Get Fit participants are invited to a Chamber mixer on January 29. To help Challenge participants meet their goals and connect further, Chamber members will host free fitness events and activities

throughout San Diego over the duration of the 30-day event. Participants track activities related to exercise, nutrition and wellness in a point system called “Thrive Points” online or through an app. Throughout the Challenge, Get Fit registrants will receive emails with activities to complete and track in their online dashboard. At the end of the 30 days, the individuals and teams in each division with the most Thrive Points are awarded prizes.

For more information or to register for Get Fit San Diego, visit www.getfitsd.org. Businesses in the health and fitness industry interested in hosting fitness events and activities should email GetFitSD@SDChamber.org.

About the San Diego Regional Chamber of Commerce

The San Diego Regional Chamber is the hub for connections and collaboration among the regional business community, and uses that clout to advocate for public policies and candidates that support economic growth and the creation of jobs for all businesses. As the largest local Chamber on the West Coast, representing approximately 2,500 businesses and an estimated 300,000 jobs, the San Diego Regional Chamber is fighting to make San Diego the most business-friendly region in California. For more information, please visit SDChamber.org or call 619-544-1300.

About Kaiser Permanente

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America’s leading health care providers and not-for-profit health plans. Founded in 1945, Kaiser Permanente has a mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve more than 12.2 million members in eight states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal Permanente Medical Group physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: kp.org/share.

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