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## FOR IMMEDIATE RELEASE

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### **CHAMBER AND KAISER PERMANENTE PARTNER FOR “GET FIT SAN DIEGO” CHALLENGE**

*30-day fitness challenge to kick-off 2018 with focus on workplace wellness*

**SAN DIEGO** (November 6, 2017) –The San Diego Regional Chamber is bringing a focus on health and fitness to the new year through the annual Get Fit San Diego Challenge. The Challenge is a fun and friendly fitness competition that helps give a jump start to 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 8, 2018.

“Encouraging workplace wellness benefits both employers and employees,” said Jerry Sanders, Chamber President and CEO. “The Get Fit Challenge is the perfect opportunity for businesses - and everyone throughout San Diego - to focus on fitness in a fun way.”

The Get Fit Challenge is open to individuals and teams of five to 10 people. Participants do not need to be a member of the Chamber to participate in the Challenge. Participation is free for everyone. Those interested in taking part can sign up now by visiting [www.getfitsd.org](http://www.getfitsd.org). Participants and teams are divided into three divisions based on perceived fitness level: “Back on the Wagon”, “Average Joes”, and “Fitness Buffs.”

“Our hope is that the Get Fit Challenge will be the catalyst for positive, lasting change toward long-term health and wellness,” said Jane Finley, Senior Vice President and Area Manager for Kaiser Permanente San Diego. “Kaiser Permanente is proud to sponsor this challenge once again and support healthy behaviors that help both businesses and individuals find new ways to thrive.”

In celebration of the start of the Get Fit Challenge and to offer participants an opportunity to network, all participants will be invited to a Chamber mixer on January 10. 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 will also be provided with access to an online platform that tracks activities related to exercise, nutrition and wellness in a point system called “Thrive Points.” 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 will be awarded prizes.

For more information or to register for Get Fit San Diego, visit [www.getfitsd.org](http://www.getfitsd.org). Businesses in the health and fitness industry interested in participating should email [GetFitSD@SDChamber.org](mailto: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](http://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 11.3 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 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](http://kp.org/share). For information about Kaiser Permanente San Diego, visit [kp.org/sandiego](http://kp.org/sandiego) and follow us on Twitter [@KPSanDiego](https://twitter.com/KPSanDiego).

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