

The Health Planning Council of Northeast Florida
Presents:



HALE & HEARTY 7K RIVERSIDE/AVONDALE

Celebrating Healthy and Sustainable
Communities

www.haleandhearty7k.com

ABOUT THE RACE

On June 2, 2012, the Health Planning Council of Northeast Florida will launch the inaugural Hale & Hearty 7K-RIVERSIDE/AVONDALE. The proceeds from this race will assist the Health Planning Council to produce its annual regional health care utilization studies and to expand the features of its health-related quality of life indicator dashboard entitled Northeast Florida Counts (www.neflcounts.org).

Why a 7K race? The Health Planning Council chose a 7K (4.37m) distance to separate our race from the other more common distances such as 5K and 8K races. More importantly, we chose a 7K distance to align the number 7 with the number of counties we service in the region and with the 7 qualities that describe healthy and sustainable communities. Over the next couple of years, the Health Planning Council plans to expand The Hale & Hearty 7K into at least 6 other communities within the 7 county region.

Hale & Hearty 7K-RIVERSIDE/AVONDALE is a celebration of the Riverside/Avondale community whose leaders and residents developed a vision years ago to connect the relationships between economic, social, and political factors with health and mental well-being status. Ultimately, this forward thinking strategy improves the quality of a healthy life of its residents.

Riverside/Avondale has gained national and international recognition as a great place to live. With its distinctive mix of history, culture, character and community, the neighborhood exemplifies gracious urban living. In 2010, Riverside was honored by the American Planning Association (APA) as one of the country's 10 Great Neighborhoods under the APA's Great Places in America program. Riverside is the first neighborhood in Florida to receive this prestigious national recognition.

June 2, 2012

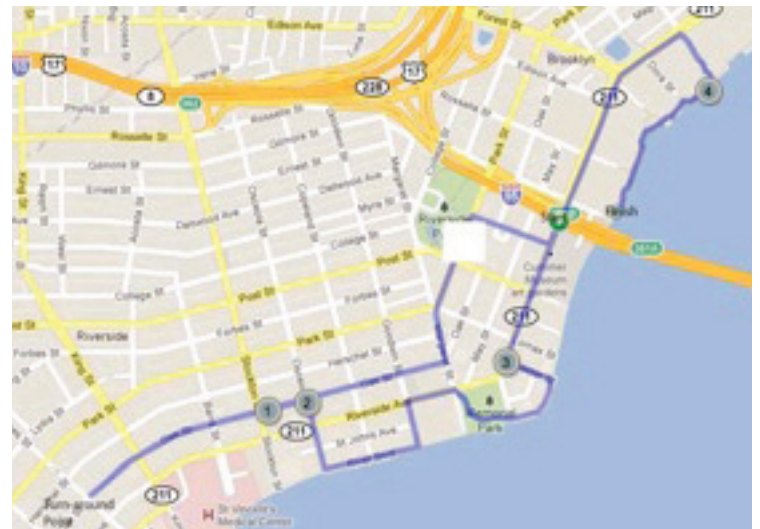
7K at 8:00 AM

Riverside Arts Market
715 Riverside Ave.

To Benefit:
Health Planning Council of Northeast Florida

COURSE

Hale & Hearty 7K-RIVERSIDE/AVONDALE will start at the Riverside Arts Market with an 8:00 AM start. The course will take runners through two of Riverside's most popular and frequented parks, Memorial Park and Riverside Park. Runners will also be able to enjoy the sights and sounds of Historic Five Points and its connected blocks of shopping, retail, and housing located on Oak Street. Runners will also be able to wave to the visitors and employees of the Cummer Museum, the Garden Club and the row of large corporate companies located on Riverside Avenue. The last portion of the 7K course will lead the runners down Jackson Street and onto the redeveloped RiverWalk where runners will finish the race with beautiful views of the St. Johns River, the Downtown skyline, and three of the seven Jacksonville bridges. The Hale & Hearty 7K-RIVERSIDE/AVONDALE will finish at the Riverside Arts Market under the Fuller Warren Bridge.



1 MILE FUN RUN

Immediately following the 7K race, children (13 & under) will enjoy running in a 1 Mile Fun Run starting under the Fuller Warren Bridge at the Riverside Arts Market. They will run down the scenic RiverWalk along the St. Johns River toward the Jacksonville Landing. The runners will turn around and finish the race under the Fuller Warren Bridge at the Riverside Arts Market.

ENTRY FEES

7K Entries

Through March 31st \$25.00
 April 1st – June 1st..... \$30.00
 Day of Race \$35.00

1 Mile Fun Run Entries

1 Mile Fun Run..... \$10.00

Family Registration

Family Registration \$50.00
 Combined family registration
 (2 Adults in 7K, up to 2 children in fun run)

Corporate Teams

Health Matters Corporate Challenge - contact the Health Planning Council of Northeast Florida to register your team: 904-723-2162 x103 or jennifer_acierno@hpcnef.org

- » Sorry, there are **no refunds!**
- » Make checks out to **Health Planning Council of Northeast Florida**. Mail with entry form to: 3931 Baymeadows Road, Jacksonville, FL 32217
- » Register Online at www.1stplacesports.com

RACE TIMING

The race will be timed using the ChampionChip (chip must be worn on your shoe during the race). Your entry fee covers the cost of the chip rental. If you have your own chip, you need to enter your chip number on the entry form, and deduct \$2.00 from the entry fee. You can pick up your timing chip the morning of the race. You must cross the timing mats to be included in the results. **Do not wear your personal chip if you sign up on race day!**

PACKET PICKUP

Be sure and check the box on the entry form where you plan to pick up your packet. Packets will be available at 1st Place Sports locations on **Thursday, May 31st** and **Friday, June 1st** from 10:00 AM-6:00 PM.

- 3931 Baymeadows Road , Jacksonville, FL 32217
- 2016 San Marco Blvd., Jacksonville, FL 32207
- 424 South 3rd Street, Jax Beach, FL 32250
- 2186 Park Avenue, Orange Park, FL 32073
- 4870 Big Island Dr., St. Johns Town Center 32246

All packets that are not picked up at the above locations will be moved to the race site for race day pick up beginning at 7:00 AM.

POST RACE CELEBRATION

Enjoy your early afternoon at the Riverside Arts Market! After the race, stay awhile and enjoy the featured works of up to 160 artists, musical entertainment, street performers, food vendors, and a fresh produce market! RAM offers a dependable and affordable marketplace for artists to sell their artwork in a delightful environment that serves as an inexpensive weekend storefront for their creative efforts. Come by foot, bike, car, boat, or Riverside Trolley.

Hale & Hearty 7K Offers Runner Benefits that Connect to Riverside's Local Economy

While Hale & Hearty 7K-RIVERSIDE/AVONDALE is a fundraising event for the Health Planning Council, we want to honor the Riverside local economy by increasing the exposure and customer foot traffic to Riverside's retail, museums, arts, restaurants, outdoor markets, etc while providing a benefit to runners. Each race participant upon registration will voluntarily submit their cell phone number into a text messaging system, which will be automatically linked electronically to the runner's time chip. After the runner passes mile markers placed throughout the race course, they will receive a text message rewarding them with a randomly selected coupon for one of the local Riverside establishments or vendors. Each registered runner will receive up to four (4) coupons during the race.

HALE & HEARTY 7K		Please indicate where you plan to pickup your race packet:		<input type="checkbox"/> Baymeadows <input type="checkbox"/> Jax Beach <input type="checkbox"/> Orange Park <input type="checkbox"/> San Marco <input type="checkbox"/> Town Center <input type="checkbox"/> Day of Race						Official Use Only			
Official Entry Form		JUNE 2, 2012								<input type="checkbox"/> 7K <input type="checkbox"/> 1M			
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I know that running a road race is a potentially hazardous activity which could cause injury or death. I should not enter and participate unless I am medically able and properly trained, and by my signature, I certify that I am medically able to perform this event, am in good health, and am properly trained. I agree to abide by any decision of a race official relative to any aspect of my participation in this event, including the right of any official to deny or suspend my participation for any reason whatsoever. I assume all risks associated with running in this event, including but not limited to: falls, contact with other participants, the effects of the weather, including high heat and/or humidity, traffic and the conditions of the road, all such risks being known and appreciated by me. I understand that bicycles, skateboards, baby joggers, roller skates or blades, animals and radio headsets are not allowed in the race. I also understand that I must return the ChampionChip transponder, if requested or I will be billed \$30.00 as replacement cost. I also understand that if this event is cancelled or rescheduled for any reason beyond the control of race management that my entry fee will not be refunded. I grant permission for this event's organizers to take pictures of me during this event and agree for this event to use any photos of me that may be taken during my participation. I will abide by these guidelines. Having read this waiver and knowing these facts and in consideration of your accepting my entry, I, for myself and anyone entitled to act on my behalf, waive and release the Organizers of this event and all sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in this event, even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver.													
Please sign here. (Parent must sign if participant is under 18 years of age)										Date Signed			