



CITY OF DUBLIN

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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**REGISTRATION NOW OPEN FOR THE CITY OF DUBLIN'S
LIVE HEALTHY DUBLIN "ACTIV-8" CHALLENGE
MARCH 15 – MAY 9, 2015**

DUBLIN, Calif., February 5, 2015 – For the third year, the City of Dublin is offering a program that motivates, educates, and empowers residents to achieve optimal health through a customized wellness challenge. From March 15 through May 9, 2015, residents and other community members can be part of “Activ-8,” a fun way for teams of friends, families, neighbors, and co-workers to get active and work together to meet their goals. Teams will receive information about energy-boosting foods, activity-increasing workouts, and stress-reducing activities.

The eight-week “Activ-8 Challenge” will kick off at the St. Patrick’s Day Festival on Sunday, March 15, and end on Saturday, May 9. Participants will receive a free t-shirt and a weekly newsletter, promoting proper nutrition and highlighting healthy recipes and motivational techniques. They will also have access to a personal online tracking page and journal. The Challenge will wrap-up with an awards ceremony at the Dublin Farmers’ Market on Thursday, May 14.

Dublin Mayor David Haubert said, “The Activ-8 Challenge is a great way for people in Dublin to join together to meet health-specific goals. There’s something wonderful about people helping each other to reach their highest potential.”

Community members are encouraged to form teams of 2-10 people. Teams will be competing against teams of similar size (i.e., 2-3, 4-6, 7-10 members). Trophies will be awarded to the winning teams from each category, based on average amount of time spent in physical activity.

The entry fee is \$10.00 per participant. Teams may register at www.livehealthydublin.com, choosing the promo code, LHDUBLIN. Participants are also encouraged to jump-start their fitness program by registering for the St. Patrick’s Day “Shamrock 5K Fun Run/Walk” at www.dublin.ca.gov/funrun.

For more information, contact Dublin Parks and Community Services at (925) 556-4500.

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