

FOR IMMEDIATE RELEASE

**NEARLY 10,000 HOURS OF ACTIVITY LOGGED IN CHAMBER GET FIT
CHALLENGE**

*Over 600 individuals took part in 30-day health and fitness competition sponsored by
Kaiser Permanente*

SAN DIEGO (Feb. 6, 2015) – Over 600 individuals took part in the San Diego Regional Chamber’s 3rd Annual Get Fit San Diego 30-Day Challenge logging a total of 9,975 hours of activity. The Challenge, sponsored by Kaiser Permanente, ran from January 5 to February 3 and was designed to encourage employees and businesses in San Diego to commit to a healthy lifestyle for 30 days and beyond.

“Happy, healthy employees make for a strong and productive workforce. Through the Get Fit Challenge we have been successful in bringing a focus on health and workplace wellness to hundreds of businesses across San Diego County,” said Jerry Sanders, President and CEO of the San Diego Regional Chamber. “Congratulations to everyone who participated in making health and fitness a priority and thank you to our sponsor Kaiser Permanente for making this important program possible.”

At the start of the Challenge, participants selected one of three different divisions to compete in based on perceived fitness level: “Back on the Wagon,” “Average Joes,” and “Fitness Buffs.” Throughout the Challenge participants took part in weekly activity challenges and photo contests while tracking their daily exercise, nutrition and wellness to earn Thrive points. The individuals and teams with the most Thrive points at the end of the 30 days were awarded a prize.

The top company in this year’s challenge was Kineticom, a telecommunications and IT staffing agency, winning all three of the team divisions. The winning individuals were:

- “Back on the Wagon” division: Eric Cartagena
- “Average Joes” division: Kristin Russ
- “Fitness Buffs” division: Gabriela Ochoa

“Kaiser Permanente is proud to sponsor the Get Fit Challenge again this year and help employees throughout San Diego find new ways to thrive both at work and in their personal lives,” said Jim Malone, Chief Administrative Officer for Kaiser Permanente San Diego.

About The San Diego Regional Chamber

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 Chamber on the West Coast, representing more than 3,000 businesses and 400,000 employees, 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, our mission is 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 9 million members in eight states and the District of Columbia. 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 began serving San Diego in 1967, and currently provides care for more than 550,000 members throughout the county. Over 7,700 staff and more than 1,100 physicians care for our members at 25 medical facilities; Kaiser Permanente’s San Diego Medical Center, which has 414 licensed beds and a 78 bed Emergency Department; and Palomar Medical Center, our plan hospital in North County. To learn more, visit kp.org/sandiego.

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