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News Release

OUTDOOR FITNESS FESTIVAL EXPANDS FOR 2009

Oct 17 thru Nov 1, 2009

Springfield, MO --- June 2, 2009—The third annual Outdoor Fitness Festival is growing to be a full menu of activity featuring fitness events, health & wellness, outdoor adventures, and wildlife conservation programs. America's most comprehensive outdoor fitness festival includes competitive and fun run/walk events, trail runs, canoe/kayak races, an outdoor skills village with a wide variety of activities and offerings, fitness and health fair, a corporate wellness conference, and youth and kid's activities. National running celebrities Dick Beardsley, Frank Shorter, and Jeff Galloway will be returning to help us host this great event.

“Our goal continues to be to create a destination event for individuals and families promoting physical activities and experiences in the great outdoors,” stated event co-chairman Martin MacDonald of Bass Pro Shops. “We want this event to encourage people of all ages and lifestyles to enhance their fitness level by participating in running, walking, and various outdoor adventures.”

Week one, October 17 and 18th, kicks off with Outdoor Days at Lake Springfield. Competition events include The Great American Canoe and Kayak Races and a GPS Geo Caching competition sponsored by the Springfield-Greene County Park Board. Other activities and offerings include camping, dutch oven cooking, cave tours, outdoor skills villages including 4H, WOW School and others with lots of skills classes & instruction of all kinds. New for 2009 is the James River Mountain Man Rendezvous where the life of the 1840's is recreated showing you how man lived, hunted, ate, sleep, and survived the elements.

Week two kicks off on Saturday, October 24th at 7:30 AM with the 2nd annual St. John's Tour de Bass Cycling Event. Enjoy a leisure day touring the beauty of Springfield and the Ozarks with a non competitive century 100 mile ride, a 70 mile or 35 mile ride or a 9 mile family fun ride.

Also on Saturday, October 24th starting at 1 PM, we get the youth and kids back out at Springfield Underground for their Cross Country Fun Run with Missouri State University Cross Country home team there to help encourage and motivate these young athletes to follow the sport.

Then on Sunday, the October 25th we travel back to the beautiful Dogwood Canyon Nature Park for our 2nd annual Dogwood Canyon 50K-25K Trail Runs sponsored by The North Face.

Week three kicks off with Friday, October 30 with the Corporate Wellness Conference focusing on corporate wellness and educating businesses on solutions to the healthcare crisis.

The Fitness & Health Fair will again be held at Bass Pro Shops, Friday, October 30 through Sunday, November 1 focusing on fitness and health with health screenings, informational and interactive booths. Playing a major role in this effort will be St. Johns Health Systems and CoxHealth.

Saturday, October 31st starting at 8:00 AM, The Ozark Greenways 'Halloween' 10K/5K, will be held raising money to further develop the fantastic greenways trails.

Participants in the CoxHealth Wellness Walk can pledge to a healthier lifestyle by joining a fitness pledge walk on departing at 9AM.

The Bass Pro Shops Conservation Marathon and the Maynard Cohick Half Marathon, sponsored by Bass Pro Shops and New Balance, will both take place on Sunday, November 1st starting at 7:00 am and are certified as a qualifier for the Boston Marathon. Plus, there is a great challenge with Marathon Corporate Relay that will lend a little home town competition among the local merchants and businesses and help them raise money for 'their favorite' charity.

For more information, or to register for any of the events, go to www.basspro.com/fitness.

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