



**KAISER PERMANENTE®**

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**SANTA MONICA CLASSIC ANNOUNCES PARTNERSHIP WITH KAISER PERMANENTE**

*Leading Healthcare Provider to Support Runners at Annual Race*

LOS ANGELES (April 26, 2016) – Conqur Endurance Group and Kaiser Permanente today announced a partnership designed to enhance the unique experience at the 2016 Santa Monica Classic with health-related outreach and activities.

As the Official Healthcare Provider of the Santa Monica Classic, Kaiser Permanente will support race participants with healthy living messages and nutrition tips leading up to race day and will then celebrate runners and walkers with free massages, refreshing snacks and a stretching/cool down area at the Finish Festival on the world famous Santa Monica Pier.

“We strive to promote an active lifestyle through our running events,” stated Sheri Wish, Vice President of Business Development at Conqur Endurance Group. “Partnering with Kaiser Permanente allows us the unique opportunity to partner with an organization that is committed to creating healthy communities and supporting members with the tools necessary to live a healthy, balanced life. We are excited that their presence and support on race day will make for an even better runner experience.”

“Kaiser Permanente is thrilled to be involved in this event and in this vibrant community that supports active living and total health. We are excited to support and celebrate the runners throughout their training and on race day,” says Georgina Garcia, senior vice president, area manager for Kaiser Foundation Health Plan & Hospitals. Kaiser Permanente will be opening new medical offices in Santa Monica this May. For more information, visit [www.kp.org/santamonica](http://www.kp.org/santamonica).

Registration for the Santa Monica Classic will open on Wednesday, May 4<sup>th</sup> at 10 a.m. PDT at the brand-new Santa Monica Classic website ([www.santamonicaclassic.com](http://www.santamonicaclassic.com)). Interested participants can gain early entry by registering for one of two unique “challenges,” providing runners and walkers the opportunity to earn a commemorative medal.

- Conqur LA Challenge: Participants must complete the 2016 Santa Monica Classic 5K or 10K, the 2017 Pasadena Half Marathon at the Rose Bowl and the 2017 Skechers Performance Los Angeles Marathon.
- Triple 5K Tour of LA: Participants must complete the 2016 Santa Monica Classic 5K, the 2017 Pasadena 5K at the Rose Bowl and the 2017 LA BIG 5K.

**Conqur Endurance Group**, a subsidiary of McCourt Global, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. The Skechers Performance Los Angeles Marathon is among the largest marathons in the country with more than 25,000 participants, thousands of volunteers and hundreds of thousands of spectators. The “Stadium to the Sea” course, starting at Dodger Stadium and finishing near the Santa Monica Pier, is one of the most scenic in the world, taking runners on a tour of Los Angeles past every major landmark. In addition to the marquee event, Conqur Endurance Group produces the Santa Monica Classic 5K/10K, the LA BIG 5K and recently added the Pasadena Half Marathon & 5K at the Rose Bowl, with the inaugural event slated for January 22, 2017. For more information, please visit [www.goconqur.com](http://www.goconqur.com).

#### **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 approximately 9.3 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).

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