



402 West Broadway, Suite 1000
San Diego, CA 92101-3585
p: 619.544.1300

www.sdchamber.org

FOR IMMEDIATE RELEASE

Contact: Alison Phillips
San Diego Regional Chamber of Commerce
P: 619-544-1381 C: 805-886-8594
aphillips@sdchamber.org

CHAMBER AND KAISER PERMANENTE PARTNER FOR 30-DAY HEALTH AND WELLNESS CHALLENGE

“Get Fit San Diego” challenge underscores importance of a healthy workforce

SAN DIEGO (Jan. 3, 2017) – The San Diego Regional Chamber is kicking-off 2017 with a focus on health and fitness as part of the annual Get Fit San Diego 30-day Challenge which begins January 9. Sponsored by Kaiser Permanente, the Challenge, now in its fifth year, is a fun and friendly fitness competition that helps give a jump start to health related goals while underscoring the important role happy and healthy employees play in business success.

“All businesses benefit from supporting workplace wellness as these programs can save employers money on health care costs and healthy employees are less likely to miss work which means increased productivity,” said Jerry Sanders, Chamber President and CEO. “Our goal through this Challenge is to encourage San Diego business owners and employees to make positive, lasting changes toward long-term health and wellness and we are fortunate to have the support of Kaiser Permanente to help us do that.”

Those interested in taking part in the Get Fit Challenge can sign up now by visiting www.getfitsd.org. The Challenge is open to individuals and teams of five to ten people. Participants do not need to be a member of the Chamber to participate in the Challenge and participation is free for everyone. Participants and teams are divided into three different divisions based on perceived fitness level: “Back on the Wagon”, “Average Joes”, and “Fitness Buffs”.

This year’s Challenge has been expanded to include free fitness events and activities throughout San Diego to give participants an opportunity to connect. Participants will also be provided with access to an online platform that tracks activities related to exercise, nutrition and wellness in a point system called “Thrive Points.” Throughout the challenge, Get Fit registrants will receive emails with activities to complete and track in their online dashboard. At the end of the 30 days, all participants will be invited to a Chamber mixer to celebrate their hard work and the individuals and teams in each division with the most Thrive Points will be awarded prizes.

“The Get Fit Challenge is the perfect opportunity for businesses to remind employees that their well-being is important to the organization as well as build camaraderie among colleagues while creating new, healthy habits over the 30 days,” said Dr. Michael Lalich, Area Medical Director for Kaiser Permanente San Diego. “Kaiser Permanente believes that happy and healthy employees have the ultimate opportunity to thrive both at work and in life which is why we are proud to sponsor this Challenge.”

For more information or to register, visit www.getfitsd.org.

About the San Diego Regional Chamber of Commerce

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 local Chamber on the West Coast, representing approximately 2,500 businesses and an estimated 300,000 jobs, 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.

###