



**FOR IMMEDIATE RELEASE**

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**Third Annual Ashland Cherryland FamFest 5K Fun Run for Wellness**

*A race to reduce health disparities and celebrate community*

San Leandro, CA, November 16, 2017– Alameda County’s unincorporated communities of Ashland and Cherryland will kick off the Third Annual Ashland Cherryland FamFest on **Saturday, November 18 at 9:00 a.m.** The FamFest 5K run-walk-roll costs \$10 and is designed to increase awareness of health disparities that exist in Ashland and Cherryland and bring together the communities in a celebratory event. All pre-registered race participants will receive a souvenir T-shirt, race bib and timed results, healthy snacks with their registration and have the opportunity to win local gym memberships and other prizes.

The goal of the FamFest is to educate individuals and families about the importance of healthy living and disease prevention. Ashland and Cherryland have mortality rates well above the County average and Ashland holds the dubious title of lowest life expectancy in the County at only 79.1 years, tied with Oakland, according to County health data. Cancer and heart disease are the two leading causes of death in the area (accounting for 23% and 22% of deaths, respectively for Ashland and Cherryland), while injury, respiratory disease and diabetes are the top three causes of emergency department visits.

“This will be a fun-filled family event and I’m thrilled to see participation increase each year,” said Alameda County Supervisor Nate Miley. “FamFest has become a wonderful community tradition and an opportunity to celebrate each other and promote health and wellness.”

The FamFest serves as a community gathering and is organized by the Ashland Cherryland Healthy Communities Collaborative (ACHCC), which is comprised of more than 30 organizations dedicated to improving the health and wellbeing of the predominantly Latino and African American neighborhoods.

The 5K race is a part of the FamFest activities scheduled from 9:00 a.m. until 1:00 p.m. and will take place at the REACH Ashland Youth Center located at 16335 E. 14<sup>th</sup> Street, San Leandro (Ashland). There will be health screenings, medicine take-back, community resources, kid and family activities, live entertainment, and much more.

The event is primarily supported by Kaiser Permanente, Alameda County Community Development Agency, and Alameda County Supervisor Nate Miley plus numerous other corporate and local sponsors.

To register for the 5K run-walk-roll and additional information about FamFest 2017, please visit [www.acfamfest.org](http://www.acfamfest.org).