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RESOLUTION FESTIVAL TO DEBUT JANUARY 1, 2006 ON THE WORLD FAMOUS SANTA MONICA PIER

Rain or shine New Year's Day event advocating "no excuses" philosophy to benefit non-profits and provide support system for people's resolutions

On the first day of 2006, the world famous Santa Monica Pier will serve as the site for first-ever **Resolution Festival**. This unprecedented event will be highlighted by a **10,000 Steps Walk, Soft Sand Run** and **Polar Bear Swim** leading up to the free **New Year/New You Expo**, which will feature informative lectures, motivating demonstrations and booths offering supportive products and services.

The day will begin at 9am with a special ceremony on the Pier's main stage recognizing athletes representing the Challenged Athletes Foundation (recently seen on "Oprah") who embody the no-excuses philosophy at the heart of the Resolution Festival. Throughout the day, the stage will feature lectures and demonstrations designed to inspire and motivate families and individuals into reaching and sustaining their New Year's resolutions.

Johnny G, the creator of the worldwide Spinning phenomenon who was named one of the top ten fitness icons by "Men's Fitness" magazine, will top the list of motivational speakers. Fifteen months ago, he was rushed in for emergency surgery after a virus had taken root in his heart. Now living with a pacemaker, he is in the midst of the long, slow process of cardiac rehabilitation. He will speak of life off the bike and the opportunities inherent in any health crisis. Other high profile presenters representing the world of health, wealth and happiness will also appear on the main stage as part of the free New Year/New You Expo, featuring products and services to support people through their New Year's resolutions.

The day will continue at 10am with the start of the unprecedented Soft Sand Run, a 10k run on the beach in Santa Monica. Running in the sand is known to be particularly grueling and this timed event offers the next level of challenge for conditioned athletes. The Soft Sand Run will be led by John Ball on behalf of Team Parkinson, who became a marathon runner *after* being diagnosed with Parkinson's.

The Soft Sand Run will segue into the invigorating Polar Bear Swim for people who want to participate in both events. The Polar Bear Swim officially starts at 11:30am and it will be led by the Challenged Athletes Foundation.

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At 10:30am, the 10,000 Steps Walk will start on the beach south of the Pier. This is a family-friendly, non-timed, non-competitive event. It will be led by 92-year old Ernie Van Leeuwen, who for ten years running has been the oldest participant in the 26.2 mile Los Angeles Marathon. In recent months, he had major digestive surgery his doctor said he wouldn't perform on people half Ernie's age. Because of his superb physical conditioning, he is already in training for his next race and will certainly be a source of inspiration to Resolution Festival participants.

The day will culminate with closing ceremonies on the beach at 4pm where participants will write their resolutions in the sand.

Entry fees are \$35 for the 10,000 Steps Walk, \$45 for the Soft Sand Run and \$65 for the Polar Bear Swim. A special \$85 entry fee is available for those who want to participate in the Polar Bear Swim and the Soft Sand Run or the swim and the 10,000 Steps Walk. All participants will receive a beautiful Resolution Festival t-shirt. Anyone who registers before December 1, 2005 will receive an early registration discount of \$10.00. Online registration is now available at www.resolutionfest.com. The Resolution Festival can be reached at (310) 474-4832.

Also, participants will be able to designate \$10 of their entry fee to one of the following non-profits that will benefit from the Resolution Festival. Beneficiaries include:

- **Challenged Athletes Foundation** (CAF); www.challengedathletes.org) - Since 1997, CAF has satisfied more than 1,700 funding requests from challenged athletes in all 50 states and 10 countries. Whether it's \$2,000 for a handcycle, helping underwrite a \$15,000 running prosthetic or arranging enthusiastic encouragement from a mentor who has triumphed over a similar challenge, CAF's mission is clear: give those with the desire to live active, athletic lifestyles every opportunity to compete in the sports they love.
- **Johnny G Foundation** (www.johnnyg.org) - The Johnny G Foundation was established by the creator of the worldwide Spinning phenomenon in 2005 to provide support for families and individuals recovering from heart conditions. The Foundation's focus of prevention and rehabilitation through a blending of holistic and western medicine, good nutrition and sensible exercise is based on Johnny G's ongoing recovery from heart disease. All monies will be distributed quarterly to individuals in need.
- **Operation USA** (Hurricane Relief; www.opusa.org) - 98 cents of every dollar donated to Operation USA will support the agency's hurricane relief efforts to re-establish health clinics serving low income people. Operation USA, a non-profit Los Angeles-based disaster relief agency in operation for over 26 years, assists developing communities here and abroad in addressing problems relating to natural and man-made disasters and chronic poverty through the creation of sustainable health, nutrition and disaster response programs. [They] provide essential materials, training, advocacy and financial support for such programs.

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- **Team Parkinson** (www.teamparkinsonla.org) - Team Parkinson is a non-profit organization whose mission it is to raise awareness about Parkinson's disease and funds for research that will lead to a cure for this devastating neurological disorder. Over 1.5 million Americans suffer from this disease and while there is currently no cure, there is hope. Team Parkinson, now in its 7th year, has raised over a half a million dollars for research and will continue in its efforts until a cure is found.
- **TreePeople** (www.treepeople.org) - Since 1973, TreePeople has worked with the people of Southern California - residents, students, government agencies, businesses and neighborhood groups - giving them tools to take environmental action into their backyards and communities. TreePeople inspires more than a million people each year to take an active role in improving the urban environment through forestry, environmental education and sustainability programs.

In addition to official Resolution Festival events, the public is encouraged to enjoy being outdoors in beautiful Santa Monica. Bike or blade on the seaside bike path, play touch football on the beach, throw a Frisbee, play catch or do yoga by the sea; start the New Year off by exercising ones' mind and body.

The Resolution Festival is the creation of Laurence Cohen, whose resolution for 2005 was to take more risks. He is self-funding the event.

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