

2nd Annual

FELLAS MAN UP

5K Walk

MILWAUKEE RIVERWALK

• 8.15.15 •



TOM BARRETT
MAYOR

BEVAN BAKER
HEALTH
COMMISSIONER

FELLAS,
WHEN MEN WALK

TOGETHER

We Build.

WWW.FELLASHEALTH.COM



REGISTER YOUR MEN'S TEAM NOW
TICKETS ARE AVAILABLE ONLINE

VISIT: WWW.IDAMJ.ORG



FOR IMMEDIATE RELEASE

Aug. 7, 2015

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FELLAS MAKING HISTORY

MAN UP 5K Wellness Walk for men to step off on Aug. 15

(Milwaukee) Aug. 7, 2015 – There's only one men's wellness 5k walk in the USA, and it's right here in Milwaukee. The second annual MAN UP 5K Wellness Walk will be held on Saturday, Aug. 15, at 7:30 a.m. along the beautiful Milwaukee Riverwalk in the heart of downtown. This historic MAN UP Wellness Walk begins the critical process of addressing the disparities experienced by men of color. It is imperative that the needs and issues of this long-overlooked population are recognized and addressed by the community.

"This type of event helps us to drive the message home to men that their health is paramount and walking is a great start," said Azure'De Williams, the Multicultural Initiatives Director at the American Heart Association.

Men can register individually or as a team at www.fellashealth.com through Aug. 12. The MAN UP 5K Wellness Walk is a 5K/walk solely for male participants. Not down for that half-hour jog? No problem. Take a walk instead. Walking is an easy way to reduce your risk of cardiovascular disease. Women are encouraged to join in on the fun by showing up and supporting their loved ones and taking charge of their health by utilizing the free wellness materials provided at the event.

In Milwaukee there are pronounced disparities in health by race, ethnicity, class and gender for a wide range of outcomes, and research suggests that young males of color are particularly at risk. A full understanding of health by race and gender requires attention to the social conditions in which health is embedded.

MAN UP participants will receive health screenings and valuable information to improve their overall health status, participate in a 3-point shootout contest sponsored by the Milwaukee Bucks, and sample the grilled chicken prepared by our local "Chef" Marvin.

"The Bucks organization is thrilled to be a partner in this important cause," Bucks President Peter Feigin said. "Health and wellness issues are an integral part of our team's culture, from the work we do with our elite athletes on the court to our efforts in the community. Making Milwaukee a healthier place is something we all have a stake in."

Together, the Rayfield & Ida M. Johnson Foundation and the American Heart Association will continue the effort to eliminate health disparities in Milwaukee among men of color – the most overlooked population that experiences the poorest health outcomes and faces the biggest barriers to care.

Along with host Mike Anderson of WISN 12, other sponsors of the walk include the Milwaukee Bucks, American Heart Association, City of Milwaukee Health Department, Blood Center of Wisconsin and U.S. Army National Guard.

About the American Heart Association

The American Heart Association and the American Stroke Association are devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based American Heart Association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. The American Stroke Association is a division of the American Heart Association. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on Facebook and Twitter.

About Rayfield & Ida Johnson Foundation

The Rayfield & Ida M. Johnson Foundation envision families with the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions. Our mission is to provide the latest on racial and ethnic health disparities among families while encouraging positive life style interventions. We will focus on awareness and outreach in obesity, heart disease, high blood pressure, infant nutrition, breast cancer, mental illness, nutrition, diabetes and cardio/pulmonary.

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