

Nighttime run, dance and party with neon fights obesity

Racers across greater Phoenix will run, dance and party in the dark during the Night Envy Neon Run on Nov. 1, all while benefiting Shape Up US, a Scottsdale nonprofit dedicated to fighting obesity.

The 5K run, which starts at 6 p.m., takes place at Westworld of Scottsdale as the kick-off event of the Scottsdale Super Expo. The high-energy race will feature five color zones full of black lights, loud music, neon paint cannons and dozens of obstacles. Racers are invited to an '80s-themed after party to continue the fun late into

the night, said Priscilla Barney, owner of B Extreme events, the organization producing the race.

"It's a great time for adults and families who want to get out and have a blast," Barney said. "No one can resist the explosion of neon paint and the glow of black lights, but the race also provides a fun way to exercise and feel great while raising money for a very important Phoenix nonprofit."

Shape Up US will receive a percentage of proceeds when racers register online with promo code SHAPEUPUS. The organization is committed

to building a healthy future for America's children by improving the health, fitness and overall wellbeing of youth and their families.

Funds from the Night Envy Neon Run have been earmarked for Shape Up US' Hip Hop Healthy Heart for Children, an education curriculum that helps teachers motivate their students to live healthy, active, balanced lives, said Jyl Steinback, executive director of Shape Up US.

"Childhood obesity has more than doubled in children and

tripled in adolescents in the past 30 years," Steinback said. "We must reverse this trend through awareness, education and action. The Night Envy Neon Run goes a long way in supporting our efforts, as it raises funds for Shape Up US, while also giving people an opportunity to shape up themselves."

Registration for the Night Envy Neon Run is \$30 with promo code SHAPEUPUS. The fee includes participation in the Run, a race T-shirt, bib number, swag bag and entrance to the after-party. For more information or to register for the Night Envy Neon Run, visit nightnv.com.





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