



THE CALL TO RUN

In November 2001, at the age of 43, Alan Brock's life fell apart. Depressed and lethargic, he turned to food for comfort. By October 2004, his weight had climbed to 287 pounds, a full 109 pounds above his normal weight. A former minister, he knew where to turn for help. The answer came in a still, small voice... "Get up and run".

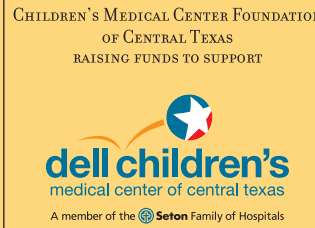


He entered a local health management program, and within four months, he had dropped enough weight to finish his first 5K run. By August 2005, he had returned to his pre-depression weight of 178 pounds and proudly finished the infamous Pikes Peak Marathon.

Several months later, he started Fit2Endure, a fitness-training ministry. The non-profit organization serves as a unique community resource by offering seminars, which provide motivational tips on how to create a healthy lifestyle. Brock's desire is to help people to "live alive." He firmly believes that physical fitness directly impacts every facet of one's life.

AN ALARMING REALITY

The National Center for Health Statistics has revealed that in the US alone 15 percent of preschool children are obese, 19 percent of children ages 6-11 are obese and 17 percent of adolescents 12-19 are obese, creating an increased risk factor for cardiovascular disease, gastrointestinal and pulmonary problems, as well as psychological disorders such as depression. The increase in health care costs as well as the mortality rate associated with obesity, according to the surgeon general, may exceed those associated with smoking.



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AUSTIN TO PIKES PEAK

RUNNING 40 DAYS

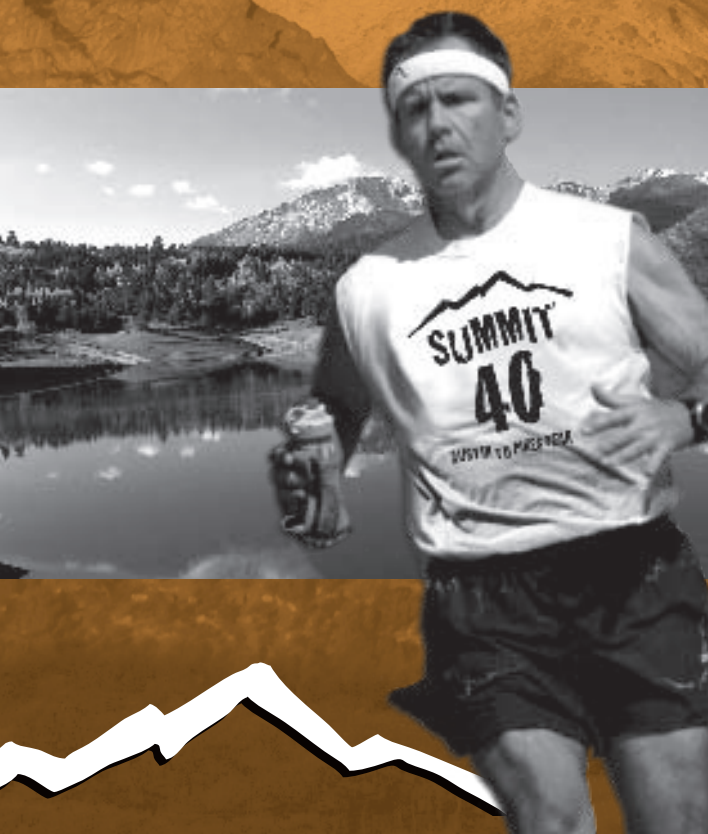
WITH PURPOSE

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RUNNING FOR THE CHILDREN

Dr. Alan Brock, founder of the Austin-based non-profit Fit2Endure, will make a 40 day, 896 mile charity run in the summer of 2007 to bring awareness to the national child obesity epidemic.

According to recent research compiled by the Mayo Clinic, the past two decades have seen a doubling of the number of overweight American children and a tripling of the number of overweight teenagers.



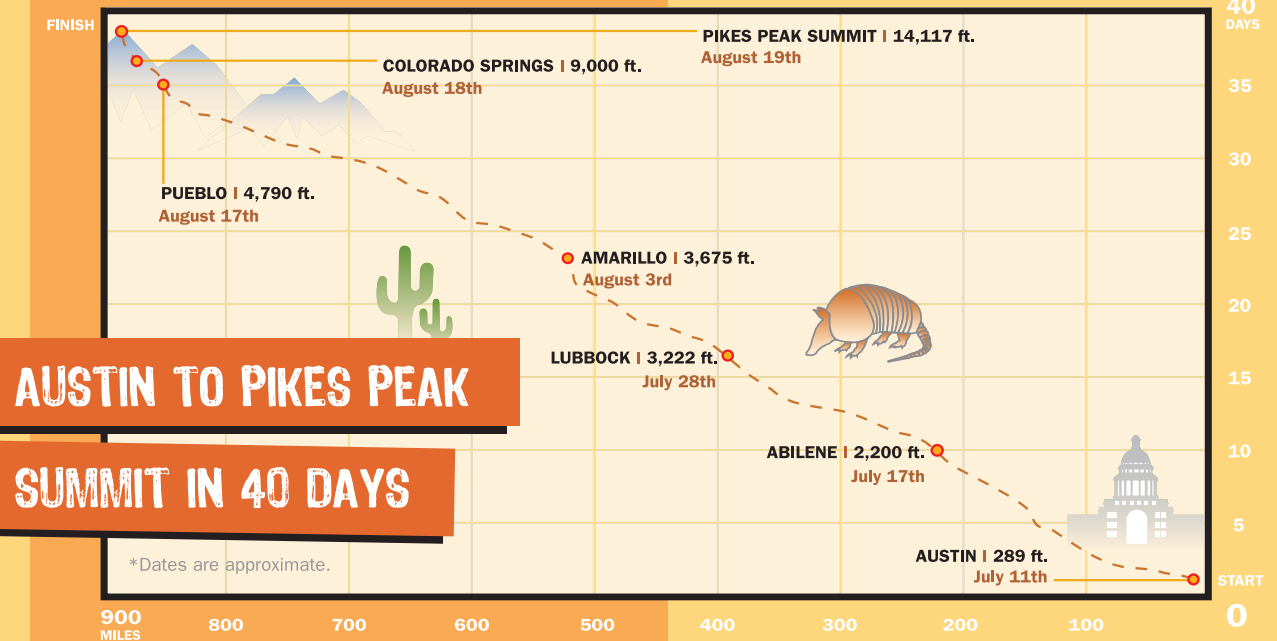
DR. BROCK WANTS TO DO

SOMETHING ABOUT IT

His one-man charity run will begin in Austin on July 11 and end on August 19 when Brock joins the grueling Pikes Peak Marathon on his last stretch. The 40 day trek will wind through the Texas cities of Abilene, Lubbock and Amarillo as well as Pueblo and Colorado Springs.

"I had the privilege of meeting Alan when he invited me to speak at the Austin Runner's Club last year. I was awestruck by his spirit and determination. With every footstep Alan takes he will inspire our youth to do the same. It's not about the finish line. It's all about the journey. I salute Alan's efforts."

Bart Yasso
CRO Chief Running Officer
Runner's World



AUSTIN TO PIKES PEAK

SUMMIT IN 40 DAYS

All net proceeds will benefit child obesity and lifestyle improvement programs in each of these cities.

If you would like to sponsor Alan's effort, please go to www.Summit40.com and click on donations. All gifts are tax deductible.

Get involved today. If we all pull together we can prevent child obesity.

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