

Lexington Medical Center
Heart & Sole
 Women's Five Miler



*Celebrating women
 and the power of a
 healthy lifestyle.*



BlueCross BlueShield of South Carolina
 is an independent licensee of the
 Blue Cross and Blue Shield Association

Health & Wellness Expo

APRIL 18, 2020 ♥ FINLAY PARK ♥ COLUMBIA, SC

What makes this event special?

- It's the only event of its kind in the Midlands—targeted exclusively to women runners and walkers. The event includes a timed 5-mile run, along with 3- and 5-mile walk options, and pays tribute to the important role women play in the health of their families and friends.
- It has phenomenal growth potential, with WIS-TV providing extensive promotional support and several television personalities at the event.
- The event provides a tremendous opportunity to educate women about fitness and healthy living. On-site expo will feature healthy foods, snacks and recipes, supermarket shopping tips, health screenings, nutritional and exercise advice from health professionals, running/walking apparel, etc.
- Post-event celebration will feature awards ceremonies, music and WIS-TV personality Dawndy Mercer Plank and others.

What do I receive?

- Your \$100 sponsorship of a booth at the BlueCross BlueShield of South Carolina Live Fearless Health & Wellness Expo entitles you to:
- 10 x 10 ft. booth space, including one six-foot table and two chairs.
 - Promotional listing on our website, with links to your website.
 - Access to women age 25 to 55—a target market with tremendous power and buying potential.

The BlueCross BlueShield of South Carolina Live Fearless Health & Wellness Expo is held rain or shine.

Co-sponsored by



A CAROLINA MARATHON ASSOCIATION EVENT