



Media Advisory

Contact: Wendy Rodriguez Mejia
Telephone: 617-912-3829
E-mail: wrodriguez@rendonbos.com

ONE MAN, ONE ROAD, ONE CAUSE: THE MILLION CALORIE MARCH TO TARGET OBESITY EPIDEMIC

1,200 Mile Walk to Span Seven States and Champion Obesity Awareness

WHO: Gary Marino, a former food addict whose weight topped 397 pounds just three years ago, will use his recent 130-lb. weight loss to bring awareness to the issue of obesity. This unique cross-country walk from Jacksonville, Florida to Boston, Massachusetts will kick off in April and take approximately four months. The *March* will benefit Generation Excel, a non-profit foundation Marino founded to combat the problem of obesity. The Foundation's goals are to bring awareness and raise funds to support action programs designed to inspire and educate parents and youth about the health risks associated with obesity.

WHAT: Walking 15-20 miles per day and backed up by a support team traveling via mobile home, Marino will stop at health, wellness and weight loss centers, media outlets, schools and corporations. He also plans to meet with individuals in need of inspiration.

The Million Calorie March will invite individuals who wish to kick-start their quest for health as well as walking groups, children, parents, and others to join the *March* along the route. The *March* will follow Route 17 from Jacksonville through Atlanta, North Carolina, South Carolina, Washington, DC, New York City, Connecticut, culminating in Boston in July.

Generation Excel seeks to educate adults and youth about the health and emotional effects of obesity. *Generation Excel* will raise funds to support obesity education efforts such as weight loss camp sponsorships, funding to return physical education programs to schools, an educational weight control DVD for parents. The foundation will also underwrite four annual "Mini Million Calorie Marches." The "Mini March" program will annually select four individuals from across the country and provide them with support, including a nutritionist, therapist and trainer to help start a healthy weight loss plan. They will also complete a shorter version of Marino's walk.

Primary funding for the *March* will be through corporate sponsorships, private donations and "per calorie" pledges. Major sponsors of the *March* include Autopart International and the Todd G. Patkin Charitable Foundation.

For more information about *The Million Calorie March* visit www.millioncaloriemarch.com

WHEN: April 5, 2004 – Late July 2004

WHERE: Jacksonville, Atlanta, North Carolina, South Carolina, Washington, DC, New York City, Connecticut, and Boston – Via Route 17

###