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Robert Kids Duathlon Inspiring Fitness while Combating Hunger

New Orleans, Louisiana (October 11, 2011) – Lace-up your running shoes and tune up your bikes for New Orleans' first ever kids duathlon. On **Halloween Eve, Sunday October 30th**, children **ages 5 to 15** are invited to participate in the **Robert Kids Duathlon**. The **Run-Bike-Run** race is presented by **Robert Fresh Market** in collaboration with **Kona Fitness & Café**. The race begins and ends at Kona Fitness & Café located on scenic **Lakeshore Drive**. In an effort to teach children the value of giving, Robert's has collaborated with **Second Harvest Food Bank of Greater New Orleans and Acadiana** on an initiative to help stock their shelves in advance of the holiday season. Now more than ever, the need is great.

The Robert Kids Duathlon offers three different age divisions for competition. The race kicks-off at **8:30 a.m.** Bike helmets are required! Halloween costumes are encouraged! The registration fee is **\$35** and includes a 1-day USAT card, a race medal, and a goody bag with official T-Shirt. Race distances are as follows:

- **5 – 7 year olds: ¼ mile run – 1.25 mile bike – ¼ mile run**
- **8 – 11 year olds: ½ mile run – 2.25 mile bike – ½ mile run**
- **12 – 15 year olds: 1 mile run – 4 mile bike – 1 mile run**

Participants are encouraged to bring 5 non-perishable food items for Second Harvest in order to receive a **\$5 discount** off the race entry fee. Athletes have two opportunities to register for the duathlon and take full advantage of the discount while supporting the food bank. Bring your cans on:

- **Saturday October 22 from 2 - 5 pm to Kona Fitness & Café, 7306 Lakeshore**
- **Saturday October 29 from 2 - 5 pm to Robert Fresh Market, 135 Robert E. Lee**

Registration for the Robert Kids Duathlon is also available online at www.imathlete.com/events/RobertFreshMarketkidsduathlon or at Kona Fitness & Café during regular club hours. The duathlon is a USAT sanctioned event.

Robert Fresh Market invites the public to donate non-perishable food items to the **Second Harvest Food Bank** throughout the month the October. Food drop receptacles will be placed at the main entrance of all four Robert Fresh Market locations:

- **135 Robert E. Lee Blvd.** in Lakeview
- **8115 South Claiborne Avenue** in New Orleans
- **5016 West Esplanade Avenue** in Metairie
- **Lakeview Grocery, 801 Harrison Avenue** in Lakeview

“We are thrilled to encourage youth fitness in a fun, competitive setting while supporting Second Harvest’s mission to fight hunger in Louisiana,” explains **Marc Robert**, CEO of Robert Fresh Market. “One in five children in our community struggles with hunger. It’s critical that our children have the nutritious food they need to grow and thrive,” says **Natalie Jayroe**, President and CEO of Second Harvest Food Bank. “We are grateful to Robert Fresh Market for collecting food donations and raising awareness about hunger, especially now when our food supply is low,” continues Jayroe.

Robert Fresh Market

Robert Fresh Market has been serving the New Orleans community since 1994. Robert’s offers customers a friendly neighborhood market featuring the highest quality of fresh produce, gourmet foods items and signature offerings, as well as prime cuts of meat. There are three stores that bear the Robert name, all with a vision to meet customer needs and exceed their expectations. Each store is a direct reflection of the neighborhood it serves. As owners Marc and Darlene Robert continue to expand Robert’s offerings, quality service remains an important part of their mission. For more information on Robert Fresh Market, please visit www.robertfreshmarket.com or call 504-207-0162.

Second Harvest Food Bank of Greater New Orleans & Acadiana

Second Harvest Food Bank of Greater New Orleans and Acadiana is leading the fight against hunger in south Louisiana through food distribution, education, advocacy and disaster response. Annually, Second Harvest serves approximately 263,000 people through 240 nonprofit and faith-based agencies across 23 south Louisiana parishes – from the Mississippi border to the Texas state line. In any given week, nearly 42,000 people access emergency food services through Second Harvest Food Bank member agencies.

Second Harvest Food Bank is an affiliated ministry of the Archdiocese of New Orleans and a member of Feeding America. To learn more or donate food, money or time, please visit www.no-hunger.org.

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