

**REGISTRATION OPEN FOR 4th ANNUAL FIT 5K RUN/WALK
TO BENEFIT RUTGERS HILLEL ISRAEL ADVOCACY**

Event Scheduled April 19th at Buccleuch Park

NEW BRUNSWICK – Registration and sponsorship opportunities for the Fourth Annual FIT (For Israel Team Hillel) 5K Run/Walk and One Mile Fun Run/Walk to be held Sunday, April 19, are now open for students, businesses and the general community. One hundred percent of the event proceeds benefit the Rutgers Hillel Center for Israel Engagement (RHCIE).

Since its inception, the event, which is open to all ages, has raised \$80,000 in support of Israel engagement, education and advocacy programs at Rutgers University Hillel. The FIT 5K is held, rain or shine, in Buccleuch Park, New Brunswick.

According to Co-Chairs David Yellin, Dr. Richard and Jennifer Bullock, and Eliot and Barbara Spack, all of Edison, RHCIE is a national model for campus education and advocacy. Driven by a core belief that a positive connection to Israel is essential for a strong, healthy Jewish identity, RHCIE focuses on enhancing student understanding of Israel's spirit, contributions and people.

According to Center Director Diana Diner, RHCIE has mobilized students to broaden their understanding of Israel and its people through positive encounters with visiting Israelis, artists, businessmen and academicians, rather than focusing on confrontations with anti-Israel groups. Andrew Getraer, Rutgers Hillel Executive Director said "the Center's focus on creative programming puts a very human face on the Jewish homeland, for all students."

The FIT 5K was introduced and organized in 2011 by Co-Chairs David Yellin and Jennifer Bullock, herself a serious runner. "The event," Yellin explained, "provides participants with an opportunity to both support Israel and fulfill the mitzvah of *Shomer ha Guf* (taking care of one's body), while having a great time with a lot of terrific people."

Sanctioned by USA Track & Field NJ, the FIT 5K is a New Jersey Grand Prix 500-point event. Participants may also register as students or community members in the run/walk division or the one-mile Fun/Run/Walk. Awards will be presented to the top three men and women in each age group, in five-year-increments, up to 85. Participants may register online at www.bestrace.com or www.rutgershillel.org/fit5k.

According to Bullock, registration fees are: USATF members, \$22 prior to April 12 and \$27 thereafter; community runners, \$25 before April 12 and \$30 thereafter, and students, \$10 before April 12 and \$15 after. Tax-deductible sponsorship opportunities include: \$1,000 start line; \$500 finish line; \$250 water station, and \$100 to be listed on commemorative t-shirts.

Further information may be obtained by contacting Ido Mahatzri at Rutgers Hillel,
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