

FOR IMMEDIATE RELEASE



February 10, 2009 (NEW YORK CITY) – It’s not often that reading and sweating go hand in hand, but for nine New Yorkers, the two are inextricably combined.

Every Saturday for 17 weeks, nine women meet in Central Park to train for a 13.1-mile race. But they aim for more than just a good workout. They have also committed to raising at least \$15,000 in support of children’s literacy.

The beneficiary of this hard work is Books that Build, a non-profit 501(c)3 organization founded by Rebecca Brian and Delphine Fares. This year they’ve partnered with Single Moms on the Move to bring literacy education and tools to single moms.

“We were seeking an organization to join forces with whose mission is to have a profound impact on the lives of single mothers” said Delphine Fares. “Our search and shared networks led us to Laura Olivares, founder of Single Moms on the Move, who is committed to educating, supporting and connecting single moms.

Sunday, April 26, these twenty- and thirty-somethings will meet one final time to complete the 13.1 miles of the MORE Magazine Half Marathon held in Central Park. Already, though, there’s talk of a reunion.

“Knowing I have to answer to someone else for my fitness has changed the way I think about working out” Emily Wengert, a web designer from Manhattan, said. “I’m part of a team and I don’t want to let them down or be the slacker not working hard while others are.”

## THE CHI WAY

Keeping everyone on track is Joel Matalon, a fitness trainer who specializes in chi walking and chi running techniques. A marathoner and triathlete, Matalon has volunteered his time to teach techniques that minimize strain on the body.

“I’m so proud to be working with such extraordinary individuals. Whom are putting their life on the line for a great cause.” said Matalon, owner of Joe Fitness. “The best is yet to come for these fitness/fundraisers!”

Having not run before, the training prepares Alissa Faden, a book designer from Brooklyn, for the daunting distance.

“Our coach helps us focus on form first and foremost,” Faden said. “When you're running as far as we're going to, understanding the basics is an important step. Being able to sense the difference between good and bad posture makes me feel more comfortable with starting to add mileage.”

Dubbed Team Run to Read, the group also meets by phone once a week to share fundraising tips and offer one another support through muscle strains and winter colds.

“Every Monday when we do our weekly check in, I'm reminded just how committed we all are to this important cause - and our commitment to training. Checking in with the other women on the team and with our Coach is a great motivator for both the fitness and the fundraising!” Dora Kravitz, a middle school teacher from Manhattan, said.

Team members are Alexa Battista, Rebecca Brian, Alissa Faden, Delphine Fares, Dora Kravitz, Yasmine Oates, Laura Olivares, Emily Wengert, and Aleks Zganiacz. Additional team support provided by Acupuncturist Trudy Enloe, Chiropractor Dr. Josh Handt, and, Massage Therapist Anna Stone.

To learn more about the training, fundraising, and corporate sponsorship opportunities, visit [www.BooksThatBuild.org](http://www.BooksThatBuild.org). Learn more about ‘Chi Dude’ Joel Matalon at [joefitnessworld.com](http://joefitnessworld.com).

### *Books that Build*

*Recognizing literacy as an integral part of every child's development, Books that Build is the creative offspring of Rebecca Brian and Delphine Fares, young professionals who share a lifelong love of reading. Through Book Rescue and Mom-Ed, Books that Build gets books into the hands of children that have none of their own, and provides support and education to single moms, the single biggest influencer of at-risk kids.*

### *Joe Fitness World*

*Joe Fitness World, Inc. is a Manhattan based training company founded in 1994. The mission of Joe Fitness World is to have everybody getting in shape, moving freely and fulfilling their fitness visions. We're an in-home, in-office, in-the-park, personal training service. No one places a higher value on your schedule and convenience. Our trainers have been training non-athletes and athletes for over 10 years. Joel Matalon, founder of Joe Fitness World, has been an athletic trainer/personal trainer since 1989.*

Please contact Delphine Fares at 917 587 6012 or [delphine@booksthatbuild.org](mailto:delphine@booksthatbuild.org) for more information.