



TRAINING KICKOFFS TO FEATURE WEST MICHIGAN RESOURCES FOR RUNNERS AND WALKERS

GRAND RAPIDS, MICHIGAN (December 28, 2009) – Fifth Third River Bank Run officials have announced the Training Kickoff dates for the 2010 event on Saturday, May 8:

- **Thursday, January 7** -- Craig's Cruisers (5730 Clyde Park SW, Wyoming) will host a Training Kickoff and Mini Sports & Fitness Expo from 5 p.m. to 7 p.m. The event will offer \$3 off the 25K entry fee and a free 2010 commemorative training shirt to the first 100 people to register for the 25K at Craig's Cruisers. Free pizza and beverages, 20 health and fitness vendors, Fifth Third River Bank Run Training Gear sales and more.
- **Friday, January 8** -- Gazelle Sports (24 W. 8th Street, Holland) will host a Training Kickoff from 5 p.m. to 7 p.m. The event will offer \$3 off the 25K entry fee and free 2010 commemorative training shirts to the first 100 who register for the 25K at Gazelle Sports-Holland. Free pizza and beverages.

Both Training Kickoff events are free and open to the public with no pre-registration required. Fifth Third River Bank Run Training Guides and entry forms will be available. On January 7, seven-time winner Greg Meyer, as well as coaches from Gazelle Sports' Gazoom training program and RunGR.com will also be on-hand for one-on-one discussion opportunities.

"The Fifth Third River Bank Run Training Kickoff events are great opportunities for participants who want to initiate appropriate training for the 25K, 10K or 5K," says Greg Meyer, Elite Athlete Recruiter, Fifth Third River Bank Run. "They can prove to be very informational on how to get started on the right foot in your training for both novice and veteran runners, as well as how to get involved in local running groups and clubs."

Online registration for all Fifth Third River Bank Run events is available at 53riverbankrun.com. Paper entry forms will be available at all Fifth Third Banking Centers after January 18.

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$111 billion in assets, operates 16 affiliates with 1,309 full-service Banking Centers, including 103 Bank Mart® locations open seven days a week inside select grocery stores and 2,357 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, Georgia and North Carolina. Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending, and Investment Advisors. Fifth Third also has a 49% interest in Fifth Third Processing Solutions, LLC. Fifth Third is among the largest money managers in the Midwest and, as of September 30, 2009, had \$184 billion in assets under care, of which it managed \$25 billion for individuals, corporations and not-for-profit organizations. Investor information and press releases can be viewed at www.53.com. Fifth Third's common stock is traded on the NASDAQ® National Global Select Market under the symbol "FITB." Fifth Third Bank, Member FDIC.

FOR MORE INFORMATION:

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