



NO SWEAT

GRAND RAPIDS, MICHIGAN (March 16, 2010) – If running or walking isn't one of your favorite hobbies, Fifth Third River Bank Run officials still invite you to get involved in the 2010 event, no exercise involved.

VOTE ON THE RACE DAY T-SHIRT DESIGNS. Now through 5 pm on Wednesday, March 17, anyone can cast their vote for their favorite design at www.53riverbankrun.com. Thanks to the Senior Design students at Ferris State University, there are three creative options available. The design with the most votes will be featured on the Fifth Third River Bank Run shirts on Saturday, May 8.

SEW IN SUPPORT OF CHARITY PARTNER SAFE HAVEN MINISTRIES. Have sewing machine, will travel? Fifth Third River Bank Run Road Warrior, Jennifer Ackerman-Haywood (aka CraftSanity writer, podcaster and runner-in-apron) invites people to join her at the David D. Hunting YMCA (475 Lake Michigan Drive) on Sunday, March 21 from 1-4p for an Apron Sew-In. Those interested should bring a sewing machine, fabric of choice, and favorite apron pattern, and she'll bring her growing stash of neckties. Participants can also bring their own ties. Plus, if they bring a size XL men's button-down shirt, Jennifer will demonstrate how to turn it into an apron! Participants' hand-made aprons can be donated to Safe Haven Ministries for featuring in their Apron Design Contest and then sold for much needed funds to support their mission. Find out more in Jennifer's blog at: <http://53riverbankrun.com/blog/roadwarriors/2010/03/14/handmade-race-prep-im-collecting-neckties-fabric-and-mens-dress-shirts-for-an-apron-contest-to-benefit-safe-haven-ministries/>.

ATTEND A CROSS-TRAINING CLINIC ON THURSDAY, MARCH 25. You won't have to really exercise...just interact (from your chair) with a panel of local experts at the Priority Health Cross-Training Clinic at the David D. Hunting YMCA (475 Lake Michigan Drive) from 7-8:30p. The event, open to the public with no pre-registration required, will feature information on nutrition for optimum performance, the latest in cycling gear and proper cycling form (now that the snow is gone), and the how and why to core strengthening via exercise and weight lifting (plus great register-to-win opportunities).

REGISTER TO VOLUNTEER RACE WEEK. The Fifth Third River Bank Run requires more than 2,000+ volunteers to create that one-of-a-kind experience for the more than 18,000 athletes expected in downtown Grand Rapids on the second Saturday of May. In addition to serving their community, volunteers will receive a 2010 Fifth Third River Bank Run t-shirt and lunch from Buffalo Wild Wings at the Michelob Ultra Post-Race Party Village on Saturday, May 8. Registration is simple and done online at <http://www.53riverbankrun.com/event-information/e2/volunteer.php>.

MORE

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FIFTH THIRD RIVER BANK RUN

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Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$113 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 2,361 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 December 31, 2009, has \$187 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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