

*For Immediate Release*

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**LOCAL START-UP, TOP ATHLETES AND THEIR CHARITIES CREATE  
PARTNERSHIP FOR YOUTH HEALTH**

*The charities of Ultramarathoner Dean Karnazes and Gold Medalist Brandi Chastain Announce  
the "Leave No Child Inside Challenge" Sponsored by Road ID.*

*February 1, 2010. San Francisco, California* – Dean Karnazes' personal charity, The Karno Kids Foundation, today announced its support of Brandi Chastain's Bay Area Women's Sports Initiative (BAWSI). Karnazes, who is known by many as the "the Ultramarathon Man", has partnered with BAWSI and the Plus 3 Network to ensure that there is sufficient funding for important, active after school programs throughout the San Francisco Bay Area. Karnazes was delighted to make the announcement, saying, "Karno Kids has always been about inspiring kids to get up and get out. In supporting great organizations like BAWSI through the use of Plus 3's program, we are creating a triad of healthy inspiration."

Along with pledging his support to BAWSI, Karnazes urged the public to do the same, adding that it would be completely free for them to do so. Individuals can ensure further donations by Karno Kids to BAWSI by visiting HYPERLINK "http://www.plus3network.com" \t "\_blank" [www.plus3network.com](http://www.plus3network.com), registering for a free membership, and choosing Team Karno Kids/BAWSI as the charity they would like to support. Thereafter, once someone records any physical activities that they have participated in, Karno Kids will automatically donate money to BAWSI. Karnazes continued, "Whether you are walking, running with me, or playing soccer with Brandi, by recording your active lifestyle you are 'making it count'."

To kick off the partnership, one of Dean's sponsors, Road ID, is sponsoring the "Leave No Child Inside Challenge." The first 13 people in February, March, and April to record 13 road runs on Plus 3 will receive a free Wrist ID Elite bracelet provided by Road ID. "This is a great opportunity for people to help a worthy organization, get active, and maybe even win a great product to help them stay safe while out on the road," added Karnazes. In support of this initiative, Brandi Chastain will certainly be participating in the challenge. "Our goal at BAWSI is to inspire women of all ages to not only become more active, but also to gain self-confidence throughout all areas of their life. We have found that by doing the former, we can spark the latter," said Chastain, a BAWSI co-founder. "These challenges and the funding received help us every step of the way."

### **About KARNO KIDS**

KARNO KIDS is a non-profit organization whose mission is to encourage, motivate, and inspire our youth to get outside and become physically active, and to restore and preserve the environment for their use and enjoyment. KARNO KIDS is actively involved in raising money through direct solicitations of individuals and corporations, through fund-raising events, and through selling of athletic memorabilia and commemorative merchandise. KARNO KIDS is a non-profit 501(c)(3) foundation.

### **About BAWSI**

The Bay Area Women's Sports Initiative (BAWSI) is a public benefit, nonprofit corporation with a mission to create programs and partnerships through which women athletes bring health, hope and wholeness to our community. Founded in 2005 by Olympic and World Cup soccer stars Brandi Chastain and Julie Foudy and Marlene Bjornsrud, former general manager of the San Jose CyberRays women's professional soccer team, BAWSI provides a meaningful path for women athletes to become a more visible and valued part of the Bay Area sports culture.

### **About Plus 3 Network**

Plus 3 Network is a mobile, GPS-enhanced social network that connects people with corporate sponsors and worthwhile causes on a lasting journey of personal fitness and charitable giving. Plus 3 Network will count millions of daily rides, runs, walks, or swims as mileage-rewarded fundraising. Plus 3 links our members with corporate sponsors and non-profits in a shared goal of worthwhile giving. Making It Count is our phrase for this process of bringing people, causes, and sponsors together for the good of everyone.

### **About Road ID**

Road ID is the manufacturer of the premiere line of identification gear for all outdoor athletes. Its mission is two-fold: one, to educate outdoor enthusiasts (runners, cyclists, triathletes, skiers, snow boarders, kayakers, walkers, and anyone that doesn't spend all of their time on the couch) about the importance of wearing ID; two, to provide these athletes with innovative identification products that they will want to include as part of their gear.