



PRESS RELEASE

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LIFE UNIVERSITY'S INAUGURAL RUN THE LIGHTS OF LIFE 5K/1K ASSURED TO BECOME ANNUAL, STAPLE EVENT FOR COBB COUNTY LIFE's holiday run generates more than one hundred toy donations for the Boys & Girls Club in Marietta

Marietta, Georgia, December 12, 2014 – Last Saturday, December 6, 2014, Life University (LIFE) began a new holiday tradition with the Run the Lights of LIFE 5K/1K that runs on the campus track and running trails. The inaugural event was a massive success, drawing over 600 runners to the Marietta campus. This race was far from ordinary, however, as after the race brought many fun attractions, including the renowned Lights of LIFE holiday lights show. Additionally runners were asked to voluntarily bring unused, children's and teenager's toys to the race to be donated to the local James T. Anderson Boys & Girls Club in Marietta.

Life University has established a strong relationship with the Boys & Girls Clubs of Metro Atlanta, especially the Marietta location located less than two miles from their 110-acre campus. Even though runners were not required to bring toys for donation, a great amount showed their holiday spirit by doing so regardless, and over 100 toys were donated to needy children in Cobb County.

On Tuesday afternoon, December 9, LIFE's Vice President of Professional Relations Gilles LaMarche, D.C., went to the Boys & Girls Club in Marietta and presented the toys to the Boys & Girls Club of Metro Atlanta's Director of Individual Giving Barb Allen and the James T. Anderson Boys & Girls Club's Executive Director Lauren Odom. The bright smiles on the kids at the Boys and Girls Club when they saw the bags of toys enter the facility was a great sight, as many of these children would go without toys at Christmas if not for local organizations such as Life University, Toys for Tots and others.

"On Saturday, we started a new tradition," notes Dr. LaMarche on the Lights of LIFE. "The goal of the tradition is to get people to come and experience our campus, complete the run and also to get toys and raise funds to support the Boys & Girls Club. We are very excited about the results we achieved this year."

The James T. Anderson Boys & Girls Club was also excited, and the holiday party that they are planning to host on December 18 will be when the toys will be distributed to the children and teenagers.

"This definitely has a large impact on the club," states Odom. "We count on donations like this from organizations to fulfill our goal of making sure our kids



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receive gifts during the Christmas season.

“Around metro-Atlanta we have around 28 sites and serve about 3,500 kids every single day,” explains Allen of the Boys & Girls Clubs of Metro Atlanta’s impact. “When we look at the impact of the needs of those kids, especially during the holidays, [...] agencies like Life University are necessary or our kids are going to go without.”

The James T. Anderson Boys & Girls Club is still in need of more presents, especially for their teenage members. If you are interested in finding out more about how you can donate to this great organization, contact Executive Director Lauren Odom at 770.427.0418 or go to their website at <http://www.bgcma.org/donate>.

About Life University

Founded in Marietta, Georgia in 1974, Life University is a health sciences institution most known for its chiropractic program, the largest in the world. Life University is regionally accredited by the Southern Association of Colleges and Schools (SACS) to award four-year undergraduate and graduate degrees in a variety of health care, science, business and general studies fields, and also has programmatic accreditation through the Council on Chiropractic Education (CCE), the Accreditation Council for Education in Nutrition and Dietetics (ACEND) and the Commission on Accreditation of Athletic Training Education (CAATE). The mission of Life University is to empower students with the education, skills and values necessary for career success and life fulfillment, based on a vitalistic philosophy.