

Tri-City Medical Center LUCKY 13 PROGRAM

PROGRAM SUMMARY

The Lucky 13 program is a community outreach and health initiative sponsored by the Tri-City Medical Center in Vista, CA, and its Wellness Center located in Carlsbad, CA which Active Wellness manages. We hold a program making it possible for thirteen (13) lucky residents who have never trained for a 1/2 marathon to achieve their fitness dreams by offering a comprehensive training and fitness program. This special group, all of whom have or are currently overcoming health challenges, train with fitness experts at the Wellness Center to prepare for the Carlsbad Marathon's 13.1-mile race held every January.

Participants receive:

- A free 6-month membership to the Wellness Center, including free childcare
- Weekly, progressive, group training workouts primarily focused on improving endurance and cardiovascular conditioning. Some of these workouts take place on the indoor walk/jog track at the Wellness Center, while other workouts are outdoor runs/walks around the community
- Two complimentary nutrition sessions with our onsite Registered Dietitian Nutritionist
- Waived race registration fees for the Carlsbad Marathon
- Although the end goal is the half marathon, the core of the experience revolves around creating a fun, safe, educational, motivating, and life-changing program to help improve the lives of these people in the community



"It's inspiring to witness these journeys firsthand. Running a half marathon is a feat that not everyone can say they've done, especially not at 67 years old or after beating a cancer diagnosis."

Paul Carey,
Lucky 13 Program Coordinator

RESULTS

- Program has run 8 consecutive years from 2009–present 106 participants and counting
- 100+ 5k races, 100+ 10k races, 250+ half marathons, 250+ full-marathons completed by Lucky 13 Participants
- At least 20 have completed the “triple crown”, which is the Carlsbad Half Marathon, La Jolla Half Marathon, and America's Finest City Half Marathon in the same calendar year
- Consistent growth in program year over year including community recognition
- Many past Lucky 13 participants are still supporting the program and the Medical and Wellness Centers by volunteering their time, participating in some of the weekly workouts, and continuing to be a member at the Wellness Center

CONTACT

Michele Wong | VP, Client Services & Wellness
michele.wong@activewellness.com
408-726-4836 | www.activewellness.com