



**PRESS RELEASE**

**For Immediate Release**

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**JUPITER MEDICAL CENTER BECOMES PRESENTING SPONSOR OF  
THE FITTEAM PALM BEACHES MARATHON**

*Hospital to provide all medical services for race weekend*

Jupiter Medical Center, a not-for-profit 327-bed regional medical center which provides a wide-range of services, has agreed to become the presenting sponsor of the newly revived FITTEAM Palm Beaches Marathon, which makes its return to the streets of West Palm Beach and Palm Beach on December 1-3, 2017.

Jupiter Medical Center will provide all medical services for the weekend of races, which includes a 5K Race on Friday night and a Marathon and Half Marathon on Sunday.

“Jupiter Medical Center is so excited to be the presenting sponsor of The FITTEAM Palm Beaches Marathon,” said Jupiter Medical Center Foundation President Liv Vesely. “We are proud to be providing medical care for participants of the race and with the upcoming opening of our newest Urgent Care Center in October at 625 N. Flagler, we will be able to bring more of our world-class health care services directly to Palm Beach.”

Jupiter Medical Center consists of 207 private acute-care hospital beds and 120 long-term care, sub-acute rehabilitation and Hospice beds and is reimagining how to restore the community’s health and wellness. Award-winning physicians, world-class partnerships and innovative techniques and technology enable Jupiter Medical Center to provide a broad range of services with specialty concentrations in cardiology, oncology, imaging, orthopedics & spine, digestive health, emergency services, lung & thoracic, women’s health, weight management and men’s health.

Jupiter Medical joins a growing partnership team that includes title sponsor FITTEAM, a Palm Beach Gardens based healthy lifestyle company, which signed a three-year agreement to be the event's title sponsor.

"Jupiter Medical Center has grown tremendously over the years from a community hospital to more of a regional hospital," said Kenneth R. Kennerly, CEO of K2 Sports Ventures, which owns the FITTEAM Palm Beaches Marathon. "The new Jupiter Medical Urgent Care Center building in downtown West Palm Beach is well positioned on Flagler Blvd, overlooking Palm Beach. This new presence in West Palm Beach can be used to grow Jupiter Medical Center's profile in the local market as the leading medical provider. They have been a great medical partner for our community and their new downtown presence will continue to expand their brand."

K2 Sports Ventures acquired ownership of the former Eau Palm Beach Marathon & Run Fest from the Chamber of Commerce of the Palm Beaches last year. Kennerly, also the Executive Director of The Honda Classic PGA TOUR event in Palm Beach Gardens, has partnered with sports event veteran John Mathews of Sunshine State Races to produce the race. Mathews has 30 years of experience in sports marketing and has been staging distance races for more than a decade including the Amica Ironman 70.3 and United Healthcare Marathon in Rhode Island, the Turning Stone Races in New York and the Fort Myers Marathon each November on the Southwest coast of Florida.

The FITTEAM Palm Beaches Marathon recently gained approval from the Palm Beach Town Council to allow a segment of the course to cross onto the island, the first time in the history of Palm Beach marathon racing that runners will actually be allowed to run on Palm Beach. The segment will cross onto the island at the Flagler Memorial Bridge, wind South along the Coconut Row bike trail, turn west at Whitehall Way and then South on the Lake Trail, before crossing back into West Palm Beach at the Royal Park Bridge.

"We are creating one of the premier running experiences in the world," Kennerly said. "It will be a three-day weekend experience for runners and their families to come and enjoy everything we have in Palm Beach County."

For more information on The FITTEAM Palm Beaches Marathon, visit [thefitteampalmbeachesmarathon.com](http://thefitteampalmbeachesmarathon.com). In-season registration is open through October 31 at \$100 for the Marathon, \$80 for the Half Marathon and \$35 for the 5K. Prices then increase an additional \$5 through race week.

**About Jupiter Medical Center**

A not-for-profit 327-bed regional medical center consisting of 207 private acute-care hospital beds and 120 long-term care, sub-acute rehabilitation and Hospice beds, Jupiter Medical Center is reimagining how to restore the community's health and wellness. Award-winning physicians, world-class partnerships and innovative techniques and technology enable Jupiter Medical Center to provide a broad range of services with specialty concentrations in cardiology, oncology, imaging, orthopedics & spine, digestive health, emergency and pediatric services, lung & thoracic, women's health, weight management and men's health.

Founded in 1979, Jupiter Medical Center has approximately 1,600 team members, 615 physicians and 640 volunteers. Jupiter Medical Center continues to perform in the top 10% of hospitals for patient quality and satisfaction. For more information on Jupiter Medical Center, please call (561) 263-2234 or visit [www.Jupitermed.com](http://www.Jupitermed.com).

