



MENTOR
RHODE ISLAND

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FOR IMMEDIATE RELEASE

**Laid-back Fitness Hosts New Year's Day Obstacle Course Race
to Raise Funds for MENTOR Rhode Island**

*Participants brave a half-mile shoreline obstacle course race to support youth in need
in the spirit of National Mentoring Month*

Warwick, R.I. (January 1, 2018) – Warwick-based fitness company Laid-back Fitness braved frigid temperatures to offer Rhode Islanders an exhilarating start to the New Year at the seventh annual Frozen Clam Dip and Obstacle Course – a half-mile shoreline obstacle course race at Goddard Memorial State Park Beach fit for all ages and abilities. With \$6,000 raised in proceeds, the event benefited MENTOR Rhode Island, a 501(c)3 non-profit organization dedicated to the expansion of quality mentoring services for Rhode Island youth, on the first day of National Mentoring Month.

The half-mile American Ninja Warrior style course maintained the spirit and adventure of the Frozen Clam Dip – a traditional New Year's Day plunge directly into Narragansett Bay that was postponed to a later date due to record-breaking low temperatures. Participants were able to ring in the New Year on the shoreline course, which featured obstacles built by Laid-back Fitness.

A mentor since 2011, founder and president of Laid-back Fitness Ryan McGowan embraces a training philosophy that teaches individuals how to defy challenges inside and outside the gym.

“This is the seventh year we’ve teamed up with MENTOR Rhode Island and every year we’re excited to show our participants that with the right mindset and support, they can endure temporary discomfort to overcome obstacles,” McGowan stated. “It underscores what we teach at Laid-back Fitness – that mental strength and resilience are essential to achieving goals beyond our comfort zones, at the gym, at work or in life. Our hope is to instill a similar mindset in the local youth, so that they may feel inspired and equipped to conquer life’s challenges.”

A beneficiary for the past seven years, president and CEO of MENTOR Rhode Island Jo-Ann Schofield spoke on the impact this event makes on connecting local children with adult mentors.

“We couldn’t imagine a better way to start the new year and National Mentoring Month than with an invigorating obstacle course race that brings participants of all ages and abilities together,” she stated. “Nearly 900 kids are on the waiting list for mentors this year. The awareness and funds we’ve raised will bring us closer to our goal of providing local youth one-on-one relationships with mentors who inspire and support them.”

The event has raised over \$41,000 for MENTOR Rhode Island since its inception in 2012 and is part of Laid-back Fitness’ philanthropy program, LbF Love, which seeks to give back to the local

community. The plunge portion of the event is slated for Sunday, January 28, 2018 at noon at Goddard Memorial State Park Beach. For official updates, visit the event page at <http://bit.ly/2CsRg0s>.

About Laid-back Fitness:

Laid-back Fitness is a Rhode Island-based, family-friendly fitness company that offers personal training, group classes for children and adults, ninja-themed birthday parties and guided obstacle course rentals. The company specializes in natural movement and emphasizes physical competence and play, with increased fitness as a side benefit. Laid-back Fitness empowers individuals to utilize their bodies to become more adventurous, and provides them with the mental strength and resilience required to overcome life's obstacles. For more information, visit www.laidbackfitness.com.

About MENTOR Rhode Island:

Our mission is to ensure youth have access to the motivational and supportive relationships they need to grow into confident, successful adults. We envision a Rhode Island where all youth are connected to relationships with adults who inspire and support them. All youth will have role models who provide a road map for lifelong success and achievement. MENTOR RI serves as an umbrella organization for dozens of mentoring programs around Rhode Island offering help with recruitment, training and technical assistance. MENTOR RI is also directly responsible for the coordination of the school-based mentoring programs in Warwick, Woonsocket, Newport, Middletown, Cranston, Pawtucket and Providence. For more information visit www.MentorRI.org.

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