



PRESS RELEASE

FOR IMMEDIATE RELEASE

New York, NY -- September 24, 2014 - Rhina Valentín, host of Bronxnet's "OPEN," the network's signature, award-winning television show and the subject of the reality web-series titled "Rhina Gets Lean," has decided to become a runner. On Sunday, September 28, Valentín will run her first official long race in the Bronx 10-Miler. In preparation for this year's Tata Consultancy Services New York City Marathon, Valentín has been training with "Team For Kids," a group comprised of committed adult runners who add meaning to their miles, by raising funds that fuel New York Road Runner Youth Programs.

"My decision to follow a healthy lifestyle began during my pregnancy, when I was diagnosed with gestational diabetes," said Valentín. "I'm truly grateful to have overcome the illness. As a result, I decided it was important to practice healthy habits, in the hopes of becoming a role model for my six-year-old daughter. My goals are three-fold: prevention, education and awareness, especially given that my daughter's father also has diabetes. Obviously, this puts my her at a much greater risk of developing the disease. These are some of the reasons I joined "Bronxnet's Bronx Strong Initiative," a program which allowed me to try various methods of physical training and re-vamp my eating habits, in order to design a customized healthy lifestyle I could practice daily."

"My goal for "Rhina GetsLean," and as a mom, has not only been to help create a healthy lifestyle for my family and me; but to also encourage the next generation to take care of its health. It has taken me three years to incorporate these changes into my daily routine. However, not only have I finally arrived at successfully integrating a healthy physical and



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dietary regimen, I've also summoned up the courage to knock an item off of my bucket list. I've decided to run in the 2014 Tata Consultancy Services New York City Marathon."

About Rhina Gets Lean

Launched in 2012, "Rhina Gets Lean" is a monthly web-series on BronxNet which boasts a viewership of more than 50,000. For more information, please visit www.bronxnet.org/rhinagetslean In the past two seasons of "Rhina Gets Lean," Valentín explored all types of methods to design a healthy lifestyle. This year, she began a bold, 20-week program to help her realize her ultimate goal: to run the THE NYC MARATHON!!!

About La Reina Del Barrio Inc.

Incorporated in 2013, La Reina Del Barrio Inc. (LRDB) is an independent media production company. Over the past ten years, the principals of LRDB have released several projects with the help of self-finance initiatives as well as the use of Fortune 500 corporate sponsors. For more information, please visit www.lareinadelbarrio.org

About BronxNet

BronxNet is an award-winning, not-for-profit community media center which provides training and technology, while broadcasting programming highlighting the diversity of the Bronx.



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BronxNet has a commitment to produce local programming, train the public in television production and provide hands-on internships, while offering solid media career preparation for high school and college students. For more information, please visit www.bronxnet.org

About The Bronx 10 Miler

NYRR Five-Borough Series showcases our renewed commitment to the individuals and communities in each borough. More than just five races, the Five-Borough Series, The NYC Half, the Brooklyn Half, the Queens 10K, the Bronx 10-Miler, and the Staten Island Half are a celebration of each borough's inspiring uniqueness, offering an amazing way to get out and get moving!

About Team For Kids

Team for Kids (TFK) is comprised of a group of committed adult runners who add meaning to their miles, by raising funds that fuel NYRR Youth Programs. While training for premier endurance events such as the TCS New York City Marathon, NYC Half, and Empire State Building Run-Up, TFK members make it possible for children in our nation's neediest schools to also experience the joys of running. Funds raised by TFK members support NYRR Youth Programs. Through school-based programs, free youth events and a collection of digital resources, NYRR Youth Programs bring free running and fitness programs to more than 200,000 students in underserved schools and communities. For most of these kids, running in an NYRR program represents their only opportunity to exercise or play sports. NYRR Youth Programs have been recognized by the Partnership for a Healthier America and First Lady Michelle



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Obama's "Let's Move campaign," as a leader in the fight against childhood obesity and promoting overall well-being. To learn more, visit www.runwithtfk.org

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