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Michigan Fitness Foundation Announces Detroit Run
Auto Show Shuffle will follow Riverfront and Dequindre Cut

LANSING, Mich.—North American International Auto Show fans can trade their keys for running shoes on January, 19, the opening day of the Public Show, during the first Auto Show Shuffle 5k Run and Walk.

The race kicks off at 8:00 a.m. and will wind participants through Detroit, ending in time for the opening day of the Public Show. Participants will have the opportunity to purchase discount admission tickets for the Public Show, and can register online for the walk and run at www.autshowshuffle.com.

“Incorporating physical fitness into the Auto Show activities is fun and healthy,” Governor Rick Snyder said. “This is a great way to celebrate Michigan’s auto industry and to showcase the city of Detroit. It’s this type of innovation that makes our state such an exciting place to live, work and play.”

The Shuffle combines two icons of Detroit: the Detroit Riverfront and the North American International Auto Show, and brings awareness to the many trails, bike lanes and walking paths in the city. The route will follow the Detroit RiverFront and take participants up the Dequindre Cut, highlighting the safe and walkable routes Detroit offers.

“Collaborating with Rod Alberts from the Auto Show and Tony Michaels at the Parade Company to create the Auto Show Shuffle was an opportunity we could not pass up,” said Marilyn Lieber, President and CEO of the Michigan Fitness Foundation. “By highlighting the Riverfront route as a safe place to recreate and building off the excitement of the Auto Show we have created an event unlike any other 5K in Michigan.”

The Auto Show Shuffle is the combination of efforts among five organizations that have a shared passion for showing people how to get active in Detroit. Participating organizations include: North American International Auto Show, the Detroit RiverFront Conservancy, the Parade Company, the Michigan Fitness Foundation, and the Governor’s Council on Physical Fitness, Sports and Health. The Parade Company, a Detroit based organization with years of parade and race planning experience, will be coordinating the Auto Show Shuffle with the Michigan Fitness Foundation.

The Governor’s Council on Physical Fitness, Health and Sports and the Michigan Fitness Foundation envision a physically educated population with the knowledge and skills to enjoy a healthy, vigorous and safe lifestyle in communities designed to support physical activity. For more information, visit

www.michiganfitness.org.

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