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2nd Annual *Princess Promenade* Gets Women & Girls FIT

Orangevale, CA, Oct. 5, 2008 - How do you get women out of their cars and on to their bikes? "Let them dress up like Princesses," says Janaé Noble, fitness trainer and founder of the *Princess Promenade; A Cycling Event for Women & Girls*, which launched over 600 cyclists on the American River Parkway Bike Trail, Sunday, October 5. "When I saw a costumed Dorothy, Toto, and Xenia Warrior Princess ride through Discovery Park, I knew we had changed Sacramento forever!"

Noble, a personal trainer who felt she was not reaching enough people to stem the tide of obesity in America created the Princess Promenade to get women out of their cars and onto their bikes. "The bicycle is a great way to help people who want to exercise to stay healthy, but want to have fun doing it. Not only can you reduce your risk of obesity-related diseases, you can help reduce global warming by trading your car ride for a bike ride." Her training company, Noble Pursuit offers bike skills and fitness training throughout the year leading up to the annual *Princess Promenade* held the first Sunday in October in Sacramento to Folsom, CA.

"It is wonderful to have women tell you their success story. One mother had not bicycled since age 13. Her own daughter challenged her to ride with her in the *Princess Promenade* and that is what did it. She took our training classes and now she cycles with her daughter to school."

But, what about the guys?

When asked by Sacramento Sports Commission executive director John McCassey, "What about a Prince Promenade?" Janae just laughed. "What do you think the *Amgen Tour of California* is? If that's not a Prince Promenade, I don't know what is!" Guys are welcome to support their lady in this unique event. We see princes, dragons, and knights in shining armor! But the ride is designed for the ladies.

The *Princess Promenade* is a fun, non-competitive, casual ride along the beautiful American River Parkway bike trail. Riders can choose from several distances; the Princess Jasmine 5k & Treasure Hunt, the Princess Grace 15 mile, the Lady Di 30 mile, or the Princess Challenge Metric Century 64 mile ride; all the way from Discovery Park to Folsom Lake and back. There is also a Promenade 5k Walk for those who do not or cannot cycle. A Promenade expo, festival and various costume contests await the riders at the finish in Discovery Park.

Noble welcomes local charities to contact her to use the event as a fundraising platform for their own cause. Her mission however, is obesity *prevention*. “Ride your bike, you’re exercising. Mission accomplished!”

For additional information on the *Princess Promenade; A Cycling Event for Women & Girls*, contact Janaé Noble or visit www.PrincessPromenade.com. *The Princess Promenade; A Cycling Event for Women & Girls* is a service mark of Noble Pursuit, Inc, (C) 2006, State of California.

ABOUT NOBLE PURSUIT, INC – Noble Pursuit, Inc. is a personal fitness and online training company specializing in performance nutrition and shape up programs for men and women. Janaé Noble BA, CSCS, is certified with the National Strength & Conditioning Association as a certified strength and conditioning specialist. She can be reached at www.NoblePursuitInc.com or janae@janaenoble.com

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