FOR IMMEDIATE RELEASE
April 5, 2016

MEDIA CONTACTS:
For Gillette Stadium and Patriot Place: Jeremie Smith, (774) 406-6487, jeremies@patriots.com
For Harvard Pilgrim Health Care: Mary Wallan, (617) 509-2419, mary_wallan@harvardpilgrim.org
For One Mission: Kendyll Messina, (508) 439-0278, kendyll@kelandpartners.com

HARVARD PILGRIM FINISH AT THE 50 AT PATRIOT PLACE PARTNERS WITH ONE MISSION

A portion of proceeds from each race entry will be donated to the pediatric cancer foundation

Online registration for July 3 races available at www.patriot-place.com/fatf2016

FOXBOROUGH, Mass. - The Harvard Pilgrim Finish at the 50 – 5K & 10K at Patriot Place today announced One Mission will be the race beneficiary of this year’s popular three-day event that kicks off Fourth of July weekend and celebrates health, wellness and community.

“One Mission’s commitment to pediatric cancer patients and their families is truly inspiring and we are thrilled to align this year’s Finish at the 50 event with such a remarkable and impactful organization,” said Patriot Place General Manager Brian Earley. “We believe this partnership will make this year’s celebration of health, wellness and community all the more meaningful to our race participants.”

As part of the charitable partnership, a portion of the proceeds from each race entry will be donated to One Mission, the kids’ cancer foundation that offers programs and services to provide immediate relief to children with cancer and their families. Since 2009, One Mission has raised more than $6 million and has brought smiles, comfort and support to more than 5,000 children and families fighting cancer.

“I am honored for One Mission to have been chosen as this year’s beneficiary of the Harvard Pilgrim Finish at the 50,” said Ashley Haseotes, founder of One Mission. “We respect and admire the mission and focus of Patriot Place, who organizes this race and are proud of our partnership. All those who participate in the Finish at the 50 will be furthering our mission of improving daily life for children battling cancer while they live confined in small hospital rooms. The proceeds will fund vital One Mission programs and services that are helping kids get through cancer. I extend my deepest gratitude to all, from Patriot Place to the sponsors and runners, thank you for doing whatever it takes to get kids through cancer.”

Now in its seventh year as Finish at the 50’s title sponsor, Harvard Pilgrim Health Care has positively impacted race participants, its members and the public through its mission to improve the quality and value of health care in the communities it serves.
“We are happy that this very popular fitness event will benefit One Mission in its work to brighten the lives of pediatric cancer patients and their families,” said Eric H. Schultz, president and CEO of Harvard Pilgrim Health Care. “Finish at the 50 gives us an excellent opportunity to recognize and support these brave young patients and families.”

Finish at the 50, scheduled for July 1-3, is a three-day celebration that begins with a Health and Wellness Expo and free family activities at Patriot Place on July 1-2. Patriot Place will also kick off its annual Summer Outdoor Movie Series on July 1 with a free showing of “Back to the Future” on NRG Plaza. Pre-show entertainment begins at 6 p.m. with the movie starting at dusk.

July 3 is race day, featuring exhibits and free family activities leading up to three race options that provide great experiences for runners of every age and skill.

The **Kids Fun Run** gives children ages 2-12 an opportunity to run a lap inside Gillette Stadium and finish on the 50-yard line. The **5K** is run completely on the Patriot Place campus beginning at 6 p.m., while the **10K** includes both Patriot Place and Foxborough roads beginning at 7 p.m. Both the 5K and 10K races end in thrilling fashion as participants emerge from under the Patriots’ inflatable helmet onto the stadium field to the cheers of thousands of spectators as they charge the finish at the 50-yard line.

The event concludes with a **Fireworks Spectacular** show beginning at approximately 9 p.m. The display will last for more than 20 minutes, the same length as Boston’s annual July 4 fireworks, and will be accompanied by a musical score available by turning into Dean College Radio, Power 88 FM, at 88.3 FM, or streaming online at www.power883.org. Families can watch the fireworks show throughout Patriot Place’s North Marketplace or from the parking lots around Patriot Place.

Online registration for the races is now available www.patriot-place.com/fatf2016.

**ABOUT HARVARD PILGRIM HEALTH CARE**
Harvard Pilgrim is a not-for-profit health services company that, along with its subsidiaries, is improving the well-being of its 2.7 million customers. Harvard Pilgrim’s flagship health plans in New England provide health coverage to 1.3 million members, while another 1.4 million individuals are served through Health Plans, Inc., a subsidiary that provides integrated care management, health coaching and plan administration solutions to self-funded employers nationwide. Founded in 1969, Harvard Pilgrim has built its reputation on innovation and collaboration with a goal of lowering health care costs, improving care and enhancing the overall member experience. It is known for its excellent clinical programs, customer service, health improvement strategies and innovative tools that offer consumers greater transparency and empower them to make better decisions about their health care. Harvard Pilgrim is home to the Harvard Pilgrim Health Care Institute, a unique collaboration with Harvard Medical School. As Harvard Medical School’s Department of Population Medicine, the Institute is the only appointing department of a U.S. medical school housed within a health plan. Funded primarily through external government and private sources, it provides critical information to all levels of our health care system on issues affecting population health and health care delivery. Harvard Pilgrim is consistently among America’s highest-rated health plans according to an annual ranking of the nation’s best health plans by the National Committee for Quality Assurance (NCQA)*.

*Harvard Pilgrim Health Care is currently rated 5 out of 5 for its private HMO/POS and PPO plans and Harvard Pilgrim Health Care of New England is currently rated 4.5 out of 5 for its private HMO/POS plans in NCQA's Private Health Insurance Plan Ratings 2015-16. NCQA's Private Health Insurance Plan Rankings, 2011-15, HMO/POS/PPO.

**ABOUT PATRIOT PLACE**
Patriot Place is a shopping, dining and entertainment destination located adjacent to Gillette Stadium in Foxborough, Massachusetts. Patriot Place features large and boutique retailers, 16 casual to high-end restaurants and other nightlife venues. Among the highlights of Patriot Place are New England’s first Bass Pro Shops, a state-of-the-art, 14-screen Showcase Cinema de Lux, the 16,000-square-foot CBS Scene
Restaurant & Bar, the award-winning The Hall at Patriot Place presented by Raytheon, the retro-style bowling alley, Splitsville Luxury Lanes™ featuring live entertainment by Howl at the Moon, and the four-star Renaissance Boston Patriot Place Hotel. For more information, visit www.patriot-place.com, follow Patriot Place on Twitter (twitter.com/patriotplace) or like Patriot Place on Facebook (facebook.com/patriotplace).

ABOUT ONE MISSION
One Mission is the kids’ cancer support foundation that puts the kids before the cancer by providing help, hope, and care to kids and families impacted by the disease. Rather than funding long-term solutions like cancer research, One Mission funds immediate relief initiatives that alleviate the relentless wrath cancer unleashes every single day while helping to bring happiness back into the kids’ world. One Mission’s programs and services lift the spirits of patients and their families, help the healing and recovery process, and make life more livable during treatment and hospitalization. One Mission was inspired by the founders’ Ashley and Ari Haseotes’ own journey with pediatric cancer. For more information, please visit www.onemission.org.

--www.Patriot-Place.com--