



# GNC LIVE WELL

## PITTSBURGH · HEALTH · AND · FITNESS · EXPO



Join one of the largest and most exciting health and fitness expos in the country and connect with over 65,000 runners and spectators on Friday, May 5<sup>th</sup> and Saturday, May 6<sup>th</sup>, 2017 at the GNC Live Well Pittsburgh Health and Fitness Expo. Our nationally recognized event attracts runners, athletes, and fitness enthusiasts from the Pittsburgh area and throughout the nation, and is the perfect venue to promote and sell your products and services.

### 2016 EVENT PARTICIPANT DEMOGRAPHICS

Male / Female	42% / 58%
Median Age	34
Mean Annual Income	\$102,500
College Graduates	85%
Homeowners	66%



### VIRTUAL GOODY BAG

Drive Traffic to your business and increase visibility with a virtual goody bag advertisement. Our virtual goody bag allows your coupon, offer or advertisement to reach our 40,000+ participants and volunteers without the cost of printing.

Our virtual goody bag will be emailed to our participant and volunteer database on the following dates\*:

Monday, May 1, 2017

Friday, May 5, 2017

Monday, May 8, 2017

\*Dates subject to change