

It Takes Guts! 21 Day Challenge Not Your Typical 5K

Written by Australian Business

PARK CITY, Utah, Sept. 26, 2013 /PRNewswire-iReach/ -- The *It Takes Guts! 21 Day Challenge* kicks off October 20, 2013, encouraging participants to commit to a personal health goal for 21 days while showing support for those affected by Hereditary Colon Cancer (HCC). Presented by rareACTION and the Familial Adenomatous Polyposis (F.A.P.) Foundation, this nationwide, virtual event runs for exactly 21 days, ending on November 9, 2013.

"Unlike your typical 5K event, the *It Takes Guts! 21 Day Challenge* is accessible to anyone regardless of health status or physical capability," said Travis Bray, founder and president of the F.A.P. Foundation. "Instead of meeting at the 'starting line,' participants will meet and support each other online over the 21-day period."

The Challenge offers 30 personal goals from which to choose such as 'practicing yoga,' 'writing in a gratitude journal,' or 'eating one meal as a family,' every day for 21 days. Participants select a challenging, yet achievable goal and draw strength from the online event community, including a dedicated coach, as they see their challenge through to completion.

"Most people can identify one thing they would like to change for the better, while some people desperately seek anything that will enhance their quality of life," said Shawnie Bray, fitness coach and co-founder of the F.A.P. Foundation. "What is often missing is not the strength or ability, but rather the catalyst to set a goal and the consistent support to see it through."

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In addition to online support, participants who pay the \$30 event registration fee will receive an *It Takes Guts! 21 Day Challenge*

t-shirt to showcase their passion and help raise awareness about HCC. Registration fees are tax deductible and support the Familial Adenomatous Polyposis Foundation's educational and social initiatives. These donations will fund the development of a "Manage Your Care" section on the Foundation's patient portal, quarterly patient webinars lead by genetic counselors, organization of local meet-ups, and monthly online patient meet-ups.

More information about the event can be found at www.HCCTakesGuts.org and

www.facebook.com/ItTakesGuts21DayChallenge .

About the Familial Adenomatous Polyposis Foundation

The Familial Adenomatous Polyposis Foundation is a registered 501(c)(3) nonprofit organization serving the hereditary colon cancer community, with special emphasis on the hereditary polyposis community, by connecting patients and their loved ones to educational, social, and financial resources while promoting requisite research and health care initiatives.

About rareACTION

rareACTION hopes to bring awareness to all rare diseases. We believe that action can help bring awareness. We are creating a social media project where people can bring awareness to rare diseases in their own unique way - since every rare disease entails a unique experience.

Media Contact

Shawnie Bray, Caregiver and Vice President of the Familial Adenomatous Polyposis

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Foundation, is available for interviews about the *It Takes Guts! 21 Day Challenge*.

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