

**NEWS
RELEASE**

September 15, 2011
CITY OF PADUCAH, KY



Contact: Pam Spencer
Public Information Officer
Phone: 270-444-8669
Fax: 270-443-5058

**New Episode of *Break a Sweat*
Core Training and Special Guest Cindy Medford**

PADUCAH, KY—The focus is strengthening your core muscles in the latest episode of *Break a Sweat* hosted by City Commissioner and personal trainer Richard Abraham. Abraham also interviews City of Paducah Human Resources Director Cindy Medford, the founder of the Lourdes Paducah Iron Mom Half Marathon.

Break a Sweat can be viewed on Government Channel 11 starting Friday, September 16 at 9:30 a.m. It also airs Saturday at 5:00 p.m., Monday at 8:00 a.m., and Wednesday at 4:00 p.m. Daily program information is available by watching the informational slides airing on the Channel 11 bulletin board. The episode is online at www.paducahky.gov and the City of Paducah social media outlets of Youtube and Facebook. Check the website for program information, videos, news releases, and broadcast schedules.

Medford, who has completed five half marathons, decided that Paducah needed to organize one and selected Mother's Day weekend in May 2011 to hold the first one. Due to flooding at the time, the event was postponed until July. For 2012, the half marathon is scheduled for Saturday, May 12. According to Medford, "May is such a great time in Paducah. It's such a gorgeous time to visit our town, and we've got a lot to offer."

In training for a half marathon, Medford says she always feels best when she mixes cross-training and core strengthening with her running schedule. Medford says, "I always feel like I'm doing myself a better service and being more of the 100 percent that I can be if I am training for something or trying to improve my own personal wellness." Abraham says, "You are going to have better balance with a stronger core." For the second half of *Break A Sweat*, Abraham demonstrates various core strengthening exercises using an exercise ball and a mat. Always focusing on nutrition, Abraham stresses eating a proper diet. "As we drop the body fat and increase lean muscle, we'll be able to see the work we've done," says Abraham.

Break a Sweat focuses on good health and achieving results which mirrors the City of Paducah's wellness program. The City of Paducah began a wellness program in 2001.



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For more information about *Break a Sweat* and other programming, call Tom Butler, WKCTC Television Production Coordinator, at 534-3208 or Pam Spencer, City of Paducah Public Information Officer, at 444-8669.

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