



**"Fitness guru leads off 'Memory Walk'"
(Santa Monica Daily Press, October 2, 2003)**

Sonki Hong, founder of Sonki Fitness, has been selected to lead thousands of people during the warm-up session for Saturday's Alzheimer's Association's Memory Walk at USC.

"Alzheimer's disease affects over 4 million Americans and many things about the disease remain a mystery," said Hong, a master fitness trainer certified through the U.S. Military Academy. "I'm honored to be part of this wonderful event that raises money to help those with this disease, their families and caregivers."

Some of the celebrity hosts of Memory Walk include: David Hyde Pierce (Frasier); Shelley Fabares (Coach); Steve Edwards (KTTV's Good Day LA and Memory Walk emcee); Victor Garber (Alias); Hector Elizondo (Chicago Hope) and Sharon Lawrence (NYPD Blue).

The Sonki Fitness Team, who recently raised the most amount of money by any team at the American Cancer Society's Relay for Life race in Santa Monica, will try to match that feat again at Memory Walk.

In addition to his five World Fitness championships, Hong is a top graduate in physical fitness from West Point, a Presidential Fitness Award recipient and an Academic All American. He has trained at the U.S. Air Assault School, where he graduated at the top of his class with distinguished honors, the U.S. Airborne School and the U.S. Army Intelligence School.

"We are thrilled that Sonki will be with us to help prepare and motivate the walkers for our signature event," said Pam Kile, Memory Walk team coordinator.