

# PRESS RELEASE

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FOR IMMEDIATE RELEASE

## **The [your club name] Support the Surgeon General's Call To Action on Walking**

The [your club] are excited to announce that US Surgeon General, Vice Admiral, Vivek H. Murthy, M.D., M.B.A, launched Step it Up! - a Call to Action on Walking and Walkable Communities on September 9th, 2015 in Washington, DC. The release calls on Americans to make walking a part of their daily activity and to take steps to make every community in America a great place to walk. (<http://www.surgeongeneral.gov/library/calls/walking-and-walkable-communities/>).

According to the report issued by the Office of the Surgeon General, half of all U.S. adults are living with a chronic disease, such as heart disease, cancer, or diabetes. *Step It Up!* recognizes the importance of physical activity for people of all ages and abilities. It calls on Americans to be more physically active through walking and calls on the nation to better support walking and walkability. The strategic goals in the *Call to Action* include: make walking a national priority; design communities that make it safe and easy to walk for people of all ages and abilities; and promote programs and policies to support walking where people live, learn, work, and play.

Here in [your geographic area], the [your club] support the Surgeon General's Call To Action as a member club of The American Volkssport Association (AVA). The AVA administers one of the nation's largest healthy living sports programs through our network of more than 240 local community fitness clubs, like ours. The [your name] and clubs like us across America hold more than 800 walking events annually and maintain more than 1,800 safe, accessible walking routes in all 50 states. The [your name] maintain [#] of these trails locally hold [#] special events [monthly, annually...]. A non-profit organization, the AVA is dedicated to promoting personal physical fitness and good health by providing fun-filled, safe exercise in a stress-free environment through noncompetitive walks and hikes, bike rides, swims, and in some regions cross-country skiing and snow shoeing.

This movement, called volkssporting, began in Europe in 1968 and today has spread to 28 countries worldwide. Walking is the most popular of all U.S. volkssporting activities and has once again been identified by the U.S. Surgeon General as the most beneficial form of exercise. Walking does not require special skills, facilities, or expensive equipment and is an easy physical activity to begin and maintain as part of a physically active lifestyle. Our walking events normally offer two pre-marked trails of about three and six miles. Participants may start an event individually or in a group at any time during a specified time period and are allowed more than enough time to finish. Special provisions also allow for the physically challenged to participate in most events. Participation is open to the general public.

Please consider joining the [your club] for our next event [details here] You will discover Fun, Fitness and Friendship, while helping our community to fulfill the Surgeon General's mandate to make walking a national priority! For additional information, contact the [club name] at [contact name and info] You can visit our club website at [ ] or our [Facebook page, Meet-up.com group, or otherwise] For a searchable database of all AVA walking events and permanent trails, go to: <http://www2.ava.org/goframe.php>

We'll see you on the Trails!

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