

March 25, 2014

News Release

For Immediate Release

New walking path on MSU campus to be unveiled on National Walking Day

WHAT: Springfield community partners will gather for a walk and an important announcement on National Walking Day – Wednesday, April 2.

Walk Springfield, a local initiative, will help kick-off a new walking path through the heart of the Missouri State University campus. Path details will be unveiled during a kick-off rally at noon. Students, faculty, staff and others from the community will learn more about heart-healthy living via interactive exhibits along the new route. The exhibits were created by Service-Learning students from the university. The afternoon program will conclude with post-event activities, featuring a variety of great prizes, inside Foster Recreation Center.

WHEN: Wednesday, April 2, 2014 – 12 Noon

WHERE: Kick-Off Rally: Foster Recreation Center – Missouri State University – 945 E. Madison, Springfield, MO

WHY: National Walking Day on Wednesday, April 2 provides a unique platform to encourage the public to embrace a healthier lifestyle through walking, which has the lowest dropout rate of any physical activity. This is the day that adults nationwide are encouraged to make the pledge to start walking and become heart-healthy. Just 30 minutes of physical activity each day can improve heart-health.

Local walking paths are chosen by Walk Springfield community partners and are designed to make physical activity more convenient and accessible, while encouraging individuals by Service-L to embrace a healthy lifestyle. The new path at Missouri State University will be marked with signage that provides walkers with an opportunity to use their smartphone to learn more details about that path. This path joins a growing list of Springfield-area walking paths now recognized by Walk Springfield. This year's additions, including a new path along the Medical Mile, bring the total to 35 official Walk Springfield paths.

Community partners involved in this new walking path collaboration include:

- American Heart Association
- Walk Springfield
- Springfield-Greene County Park Board
- Anthem Blue Cross & Blue Shield
- Missouri State University
- City of Springfield
- Childhood Obesity Action Group

- Healthy Living Alliance

INFO: To learn more about National Walking Day and the official Walk Springfield paths, visit www.heart.org/walkspringfieldpaths.

Media Contacts: Stephen Hall, 417-551-1645 or Ashleigh Lewellen, 417-231-6016