



## NEWS RELEASE

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### **CITY OF MERIDIAN OFFICIALS ACCEPT TREASURE VALLEY CHALLENGE IN "WALK FOR HEALTH" CAMPAIGN**

Meridian, ID - (October 7, 2014) Schoolchildren and Meridian city officials will "get a move on" during a fun-natured "Walk for Health" challenge from October 1 – 31.

City of Meridian officials, along with other local elected officials in the Treasure Valley, are challenging themselves, each other and area schoolchildren to choose an active lifestyle over a sedentary one. The campaign, issued by Boise Mayor Bieter, is designed to promote good health for area schoolchildren.

Schools in each city will compete for \$500 prizes in two categories: most miles accumulated and highest participation rate. Funding is earmarked for fitness equipment for the winning schools.

"Currently one in three Idaho children is overweight or obese. Our children are our legacy so we gladly take on this challenge," said Mayor Tammy de Weerd. "It's really important that we encourage and help kids to make sound and healthy choices – and we adults will benefit from this activity, as well. I know I will!"

City mayors and county commissioners in the Treasure Valley Partnership will track their miles in an elected officials challenge. The winner receives bragging rights, a traveling trophy and \$5,000 to purchase equipment for schools or community parks.

The school walking challenge builds team work, enhances school pride and increases public awareness of the opportunity for children and adults to improve their health while walking in their neighborhoods. The event coincides with International Walk to School Day (Oct. 8) and Greenbelt Week (Oct. 2-10), celebrating the 45th anniversary of the pathway in Boise.

For more information about Walk for Health, please see [www.letsmoveboise.com](http://www.letsmoveboise.com).

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*The City of Meridian is located in the center of the Treasure Valley in southwest Idaho. Founded in 1893 and incorporated as a city in 1903, Meridian is now one of Idaho's largest and fastest growing communities. Meridian is cited by Money Magazine as one of its Top 50 Best Places to Live, and by America's Promise Alliance and ING as one of the nation's 100 Best Communities for Young People. For more information, visit [www.meridiancity.org](http://www.meridiancity.org).*