



For Immediate Release

Contact

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Quad Citians Walk on Friday to Make Our Community Healthiest in the Region

Effort is part of Healthiest State Initiative

Organizations are partnering together to encourage individuals to get out and walk this Friday, October 7 at 12pm. On Friday, people throughout our community will be gathering at select locations to walk one kilometer (0.62 miles, or about 7-8 blocks) as a way to demonstrate their commitment to a healthy lifestyle. Individuals can find a walk near them by visiting www.iowahealthieststate.com.

Below are the media sites where our organizations will have representation to answer questions on Friday afternoon.

This walk is part of the larger effort to leverage additional resources for our community. The state in partnership with Wellmark Blue Cross® and Blue Shield® will financially support the transformation of 10 Iowa communities into Blue Zones Communities™ over the next five years. Blue Zones is a partnership to get individuals to “Live Longer, Better” with the goal of making Iowa the healthiest state in the nation.

After the walk, we are asking all participants and individuals throughout the community to take the Blue Zone pledge at www.bluezonesproject.com/citizens/signup to help bring these resources to our community and make the Quad Cities one of the healthiest in the region.

Media Sites

Hy-Vee – 53rd Street

4064 East 53rd Street, Davenport

Walk begins at 12pm

All Hy-Vee Food Stores in the Quad Cities will be hosting walks.

The River’s Edge

700 W. River Drive, Davenport

Walk begins at 12pm

Madison Elementary

116 East Locust Street, Davenport

Their fourth grade class will start walking at 12:15pm.

Partner Organizations: Activate Quad Cities, City of Davenport, City of Davenport Parks and Recreation, Hy-Vee Food Stores, Inc., Quad City Health Initiative, Scott County Family Y, Two Rivers YMCA, United Way of the Quad Cities Area

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