

WV WALKS

30+ MINUTES DAILY

MASS, MEDIA-BASED CAMPAIGN

3/29/05

Visit: www.wvwalks.org
for complete details


MARCH 2005

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28 1 4-5:00 Walk on WHITE PARK TRAIL 2 5-6:00 TALK the WALK	29 3 12 NOON Walk at Courthouse 4 1-2:15 pm Researching Walking	30 12-1:00 Walk on WHITE PARK TRAIL	31 12 NOON Walk at Courthouse WNPB 5 Doctors On Call W/ Dr. Reger Nash	APRIL 1	2 11:00 am 6 CELEBRITY WALK on rail-trail w/ Mountaineer

APRIL 2005

3 1:00 7 DOG WALK Riverfront	4 4-5:00 Walk on WHITE PARK TRAIL 5-6:00 TALK the WALK	5 10 am 8 P HYSICIANS PRESS CONFERENCE 12 NOON Walk at Courthouse 1-2:15 p.m Researching Walking	6 MARK FENTON / MALL WALKERS Event—various times and places 9 12-1:00 Walk on WHITE PARK TRAIL	7 12 NOON Walk at Courthouse	8	9 9:30 am 10 WVU Hosp KIDS FAIR & Walk at Morgantown.Mall
10	11 4-5:00 Walk on WHITE PARK TRAIL 5-6:00 TALK the WALK	12 7:00 am 11 LIFESTRIDES at Mountaineer.Mall 12 NOON Walk at Courthouse 1-2:15 p.m Researching Walking	13 12-1:00 Walk on WHITE PARK TRAIL	14 12 NOON Walk at Courthouse	15	16 8:00 am 12 MS WALK Star City 10:00 am 13 WALK for Life & Breath Riverfront
17 1:00 DOG WALK Riverfront	18 4-5:00 Walk on WHITE PARK TRAIL 5-6:00 TALK the WALK 15 7:30 Morgan Spurlock Festival of Ideas Mountainlair	19 12 NOON Walk at Courthouse 1-2:15 p.m Researching Walking	20 12-1:00 Walk on WHITE PARK TRAIL	21 12 NOON Walk at Courthouse	22	23 12:00 Noon 16 INTERGENER- ATIONAL WALK on rail-trail
24	25 4-5:00 Walk on WHITE PARK TRAIL 5-6:00 TALK the WALK	26 12 NOON Walk at Courthouse 1-2:15 p.m Researching Walking	27 12-1:00 Walk on WHITE PARK TRAIL	28 12 NOON Walk at Courthouse 12:00 Noon 17 PRESIDENTS' WALKING CUP	29	30 10:00 am 18 ALZHEIMERS WALK WVU Coliseum 12:30 pm 19 KIDS CHANGING KIDS WALK WVU track

MAY 2005

1 1:00 DOG WALK Riverfront	2 4-5:00 Walk on WHITE PARK TRAIL 5-6:00 TALK the WALK	3 12 NOON Walk at Courthouse	4 12-1:00 Walk on WHITE PARK TRAIL	5 12 NOON Walk at Courthouse	6	7 11:00 am 20 MENTAL HEALTH WALK & CLOSING CEREMONY w/Mrs. Manchin WVUH Parking lot
8	9 ISN'T IT TIME YOU STARTED WALKING? 					

Description of Upcoming **WV WALKS** EVENTS

-1- Wellness Walks on White Park Trail.

Come explore some lesser-used city trails. Greg Good (Green Space Coalition) will lead wellness walks on the Learning Trails in White Park on Mondays at 4:00-5:00 pm and Wednesdays from Noon to 1:00 pm, from March 21st to May 4th. Meet in the parking lot of the Ice Rink on Mississippi Avenue. The walking will be slightly more strenuous than on a rail- trail, but the trails are wide, compacted gravel and sand. Gradients are gentle. For more information, call Greg at 291-3091 or email him at greg.good@mail.wvu.edu .

-2- The Dominion Post TALK the WALK Lecture Series are weekly 1-hour presentations on the benefits of walking and associated wellness information. Attend one or all. The Series runs from March 21st-May 16th on Mondays from 5:00-6:00 pm in the Monongalia County Health Department Conference Room (easy parking). The lectures are free and open to the public. Ruby Hospitals is providing all participants between the ages of 40 and 65 years with a free blood lipid profile. For more information, contact: Dr. Amol (293-1717 or abahekar@mix.wvu.edu) or just come.

-3- NOONTIME Walks at the Courthouse.

Demonstrating how walking can be easily fit into a work-day-schedule, Linda Little will lead these 30 minute 12:00/noon walks on Tuesdays and Thursdays, March 22 May 10th. Meet her at the Courthouse Square, for these brief walks around downtown Morgantown. Walk for health, fitness, weight control, and visiting. Also, meet new people and make friends. For more information, contact: Linda Little at 284-7439.

-4- Research/Walking and Culture Class.

Tuesdays, March 8 – April 26 from 1:00 – 2:15 PM in the Downtown Library Complex. 20 students have registered for this one credit class at WVU. Anna Schein has written bibliographic essays for this eight-week course which looks at spiritual walking traditions in various cultures.

-5- WNPB's Doctors On Call.

Tune in at 8:00 pm, on March 31st when Dr Bill Reger-Nash, Director of **WV WALKS**, will be a guest on this popular WNPB health series. He will talk about walking and the benefits of physical activity.

-6- Celebrity Walks.

Come walk with local celebrities at 11:00 am on March 19 and April 2, at the Hazel Ruby McQuain Amphitheater on the rail trail.

March 19th -- Megan Durst, from WVAQ will host a celebrity walk and be accompanied by Morgantown Mayor Ron Justice, and WBOY's April Kaull.

April 2nd--WVU Mountaineers will participate in the celebrity walk. Morgantown City Councilman Bill Byrne will entertain us with a song while walkers assemble.

-7- Rails to Tails Dog Walks.

Dogs are great walking companions, healthy for both walker and walked. The Dog Walks will be held on the rail trail on four Sundays (3/20, 4/3, 4/17, & 5/1), meeting at 1:00 pm in front of the Hazel Ruby McQuain Amphitheater. Available at the dog walks will be dog biscuits, nail trimming, and information on pet adoption and pet care. Further details, please contact Melissa Hostutler at Melissa@boparc.org.

-8- Physicians' Press Conference.

On Tuesday, April 5 at 10:00 am in the West Lobby of Ruby Memorial Hospital in Morgantown, local physicians will talk about the health benefits of walking. Physicians will also unveil the effort being made by the local medical community to prescribe walking as a viable "medicine" to improve and enhance the overall lifestyle of residents of north central West Virginia. Campaign officials will also give a mid-campaign report on the **WV WALKS 30+ Minutes Walking Challenge** including the number of enrolled walkers and minutes walked.

-9- Mark Fenton / Mall Walkers Event.

Renowned walker and speaker Mark Fenton will be in Morgantown all day and will make several appearances throughout the area on Wednesday, April 6th.

9:00-10:00 am-- Mountaineer Mall: Meet in front of Gabriels for a walk through the Mall. 11:00 am—meet him at The Village at Heritage Square.

1:30 – 2:30 pm--Mark will be at Brookhaven Elementary School.

6:00-6:30 pm-- he will lead a walk on the Monongalia Health System walking trail.

6:30-7:30 pm--he will be guest speaker at the Mon Health System Conference Center.

For more information, contact: Amy Sidwell (599-7358 or Sidwella@monhealthsys.org)

-10- WVU Hospital Kid's Fair and Walk.

On April 9th, register beginning at 8:30 am at Hyundai dealership in Morgantown Commons (above the Morgantown Mall) for the 9:30 am “Walk with Care Bear” to the Morgantown Mall to kick off the Fair. The Kids Fair includes more than 40 health and safety exhibitors, free health screenings, puppet shows, roaming characters, WVAQ lip sync contest, face painting, therapy dogs, ambulance tours, crafts, snacks, and much more. For more information, contact: Stephanie Bock (598-6335 or Bocks@rcbhsc.wvu.edu)

-11- LifeStrides

LifeStride is an on-going, free, supervised walking program sponsored by Mon Health System. Participants walk at any time, and record their mileage on a monthly tracking log. Check-in is the second Tuesday of every month at Mountaineer Mall, Center Court. Participants who submit their monthly mileage may have their blood pressure checked during check-in. For more information, contact Mon General Hospital's Cardiac Rehabilitation Department at 598-1498.

-12- MS Walk.

Team up with your friends, family members, and employees and join others in support of the MS Society for this walk on Saturday, April 16, from 8:00–11:00 am at the Star City Rails-to-Trails. For added fun, challenge your business associates and/or team leaders to see who can raise the most money for this worthy cause. For more information, contact: Donna Galloway (379-6127) or Tammy Calvert (296-5352).

-13- Walk for Life and Breath.

This event is Saturday, April 16th at the Hazel Ruby McQuain Amphitheater on the rail-trail. Registration begins at 9:00 am. Warm-up starts at 9:45 am and the Walk begins at 10:00 am. Participants need a minimum donation of \$25. Other donations are welcome. For more information: www.lungwv.org

-14- CROPWALK and Blessing of the Shoes.

Postponed until September 25, 2005.

-15- Festival of Ideas speaker Morgan Spurlock (*Supersize Me*) will speak at 7:30 pm on April 18th in the Mountainlair Ballroom. The program is free and open to the public.

-16- Intergenerational Walk.

The Lawrence Frankel Intergenerational Walk, “Be Alive as Long as You Live”, will be held April 23rd at the riverfront amphitheatre. Registration begins at 11:00 am with a 12:00 Noon start time for the walk. Walkers of all generations are encouraged to attend. The Kitchenaire Band will provide entertainment. The walk is in honor of Lawrence Frankel, originator of the Preventacare Exercise Program for seniors. For more information, contact: Maria Durbin (293-0660 or Mdurbin@hsc.wvu.edu)

-17- President's Walking Cup.

Actively demonstrating their support for **WV WALKS** and its many walkers, WVU President Hardesty and WVU Student Body President will be joined by other Presidents in the community for this special celebrity walk on Thursday, April 28th at the Student Recreation Center. Registration will take place from 11:00 – 11:45 am and the walk will begin at 12:00 Noon. Cheese pizzas and bottled water will be available to participants.

-18- Alzheimer's Walk.

The Saturday, April 30th, "Memory Wall," is a fundraiser, educational event, and walk designed to focus community attention on Alzheimer's disease and related dementias, both for the individual with the disease and those caring for him/her. The walk will begin at 10:00 am at the WVU Coliseum. Form a team to ask friends, family and coworkers for a donation for walking the course, or come alone. For more information, contact Milly Karlin, Alzheimer's Association, WV Chapter, at 599-1159.

-19- Ronald McDonald House KIDS CHANGING KIDS WALK.

"Kids Changing Kids" is the motto for this walk. It will be held on Saturday, April 30th at the WVU track. Registration runs from 12:00-12:30 pm and the walk will begin at 12:30 pm. School children are encouraged to save their change and donate it to the Ronald McDonald House. A WVAQ DJ will be on hand as well as Hamburglar, Grimace, the WVU Mountaineer, Clifford the Big Red Dog, and Sparky the Fire Dog. For more information, contact: Sherrie Garner (sgarner1@mix.wvu.edu)

-20- Mental Health Association Walk and WV WALKS Closing Ceremony.

Saturday, May 7, starting at 11:00 am at the Ruby Memorial Hospital parking lot. Sure to be super fun. For more information, watch the website (www.wvwa.kls.org) and contact Chris at 292-0525.

OTHER WALKING FEATURES

Historic Downtown Morgantown Walking Tour.

This self-guided, audio tape walking tour of historic downtown Morgantown takes about two hours and features approximately 50 sites. For one person, the charge for the audio tape and player is \$8.00. For two people, the charge is \$12.00 for both. For three or more people, the cost is \$5.00 per person. The tapes and players can be rented from the Visitors Center which is open Monday – Friday 9:00 am – 5:00 pm and Saturday 10:00am– 4:00 pm. For more information: www.tourmorgantown.com

MOVE IT Marion.

Developed by Marion County's Planned Approach to Community Health (PATCH) in conjunction with the Marion County Family Resource Network to increase the overall health of the community. Several activities are planned, including a historical tour of downtown Fairmont, weekly clinics in outlying areas of the county, traveling nutrition classes, mall walker events, and a "Family Day" with storybook characters on the rail-trail where each child will receive a book. For more information or calendar updates, visit their website at <http://moveitmarion.freeservers.com>.