



Tom Barrett
Mayor, City of Milwaukee

For Immediate Release:
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*****MEDIA ADVISORY*****

Mayor Barrett to Kick-Off 2017 Walk 100 Miles in 100 Days Challenge
Walking Initiative Encourages Active, Healthier Living During Summer Months

MILWAUKEE – Milwaukee Mayor Tom Barrett will kick-off his 2017 Walk 100 Miles in 100 Days Challenge tomorrow, June 1st, in the City Hall Rotunda.

The kick-off announcement will be followed by the program's inaugural walk along Wisconsin Avenue to view the new sculptures that debuted this week. Raffle drawings will be held, with some of the items including a Fitbit, Summerfest tickets, Milwaukee Brewers tickets, and more. Light refreshments will be served.

Walk 100's overall efforts to increase physical activity among residents complements the Milwaukee Health Department's work in combating obesity. In 2016, the Public Policy Forum reported that Milwaukee's obesity rates are higher than state and national percentages. In addition, less than half of Milwaukee residents report getting the recommended amount of physical activity on a regular basis. For these reasons, Mayor Barrett is encouraging residents to join him in creating a healthier Milwaukee.

Every step counts. Participants can walk on their own, in a group or join one of the many community walks to work toward the goal of 100 miles in 100 days.

Over the course of the 100 days walkers can track and monitor their progress on the program's web application. You will also have the ability to see what upcoming walks will be taking place in the community. For more information on how to register visit Milwaukee.gov/walk100.

Program participants will have a chance to win various prizes by hitting certain benchmarks over the course of the 100 days. All participants who complete the 100 mile goal at the end of the 100th day will be eligible for the program's prize drawing on September 8.

More information will be made available on Walk 100 events throughout the summer during the coming weeks.

(MORE)

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WHEN: Thursday, June 1, 2017
11:45 a.m.

WHO: Mayor Tom Barrett
Commissioner of Health Bevan K. Baker
City Hall and Downtown Employees

WHERE: City Hall Rotunda
200 East Wells Street
Milwaukee

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