

Walkolution News

Volume 2

June 2007

What's Happening This Month

- Get excited about WRW merchandise from our online store!
- Learn how the WRW is challenging the status quo and starting a **Walkolution!**

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Blind River, ON Leads the Way

Blind River is a small community of 3,600 located on the scenic Trans Canada highway on the North Channel of Lake Huron. Sally Hagman, Active Living Coordinator, states, "We are proud to be the first community to register for the World Record Walk and delighted with our StepsCount pedometer kit as a reward."

Blind River is very concerned about healthy living and healthy lifestyles. Town Council designated the month of April as *Let's Get Walking* month, utilizing OPHEA's "Walk This Way" program. The event was a huge success. The community received a **Communities In Action Fund Grant** from the Ontario Ministry of Health Promotion to support

their Active Living Program.

All local politicians, schools, employers, and recreation and health promotion leaders in the geographic area have been notified of the World Record Walk. Their ambitious goal is to have over 1,000 people out on the track, streets, walkways, and trails of the community with the leadership of Mayor Bob Gallagher.



Mayor Bob Gallagher (front), Councilor HP Roy and Alex Solomon, Chris Clark, and George and Marilyn Kerr

Purchase World Record Walk Items From Our e-Store!

A wide array of World Record Walk promotional items are now available for purchase from the home page of the World Record Walk - (www.worldrecordwalk.ca). These fabulous items can be purchased until September 3rd to ensure delivery prior

to October 3rd, so place your order TODAY! The last order date for each product is listed on the detailed product information page.

Everything from bags to water bottles is available, with excellent wholesale pricing. A Gilden Ultra

Cotton t-shirt, for example, with our multi-colour WRW logo, is priced at just \$14.50. Items are available from as little as \$0.75 each for colourful fridge magnets or \$0.95 for fashionable awareness bracelets. All products are available in

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English and French. As well, bilingual customer service agents are available to assist you when placing your order. These items will be treasured reminders of participation in a world record event!



A Class Act!

Congratulations to “A Class Act”, a corporate team from the **Ontario Ministry of Education**, Field Services Branch, located in Nepean, Ontario.

As the first workplace event registered, “A Class Act” won an early bird prize (a set of StepsCount pedometers). Organizer Jacques Torjman expressed thanks:

“We thank you and the organization for the pedometers as well as the accompanying kit. Our team is comprised of 13 participants including our manager, education officers, public inquiries officer, policy analyst, financial officer, and our administrative assistant. We plan to walk the required distance on October 3 2007 and to log the results so that we will be able to break the current record set by Western Australia. We are confident that we will succeed in breaking this record! We enjoy walking as an exercise and remain committed to promoting good health and wellness.”



STATO: The First Trails Organization to Register!

The South Temiskaming Active Travel Organization (STATO) was formed in April 2004 to develop an active transportation route through the City of Temiskaming Shores to highlight the waterfront and connect neighbouring Dymond, New Liskeard, and Haileybury. The work of the dedicated volunteers who make up this not-for-profit organization was rewarded with a cheque for

\$600,000 from the Ministry of Health Promotion in March of 2007 for the construction of a linear trail system and waterfront park. STATO has fundraised over \$90,000 locally thus far towards this project. Linda St. Cyr, director, said, “This [is] exactly the type of activity we like to plan to promote physical activity as well as our walkway!” She adds, “To our big surprise, STATO

received 50 StepsCount pedometers as an early bird prize... We are very grateful for this as we plan to use the pedometers for some of our fundraising events and walking activities. We are really looking forward to planning and hosting the event in our community, being part of the “Walkolution” ... and helping to set a new **WORLD RECORD!**”



Active transportation is growing in South Temiskaming thanks to STATO.

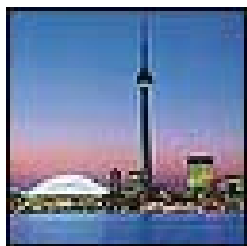
Guelph Mayor Promotes WRW

“I encourage everyone in the community to participate in this world record walk on October 3rd. Walking and biking are excellent modes of transportation. Not only do they promote a healthy, active lifestyle; they also produce no greenhouse gas emissions. As an added bonus, walking or cycling home after a day’s work is a great way to unwind!”
- Mayor Karen Farbridge



Guelph Mayor Karen Farbridge goes for a walk

Hayley Wickenheiser Joins the Walkolution!



Double gold Olympic medalist (Women's Hockey) and Clean Air Champion Hayley Wickenheiser took time out from her speaking engagement at the Ontario Clean Air Summit in Toronto to record a public service announcement promoting the Walkolution. For more information on the Clean Air Champions, visit www.cleanairchampions.ca.



Wendy Morassut of the Clean Air Champions, Athlete Hayley Wickenheiser, and Green Communities' Mandy Walker at the Ontario Clean Air Summit, June 2007.

The registration form for Walk21 Toronto 2007 is NOW AVAILABLE on www.toronto.ca/walk21/registration.htm.

Take advantage of the EARLY BIRD SPECIAL and save \$75 by postmarking your registration no later than July 31st 2007.

Participants at the Ontario Trails Council Summit, Niagara Falls, on May 17th 2007, walk the talk!



Laurier, Brantford Campus First University to Register

Amy Roefs, Assistant Coordinator of Recreation and Programs for Laurier, Brantford Campus states: "Wilfrid Laurier University - Brantford Campus is pleased to support the World Record Walk and is excited to be the first university to join in this incredible initiative. Laurier Brantford, a campus of 1,700 students, is planning to motivate 1,000 of our students, staff and faculty to walk together on October 3, 2007 for this cause. We truly believe in this mission of increasing physical activity in the Brantford community and across Canada. It is our hope that the participation of Wilfrid Laurier University - Brantford Campus will encourage and inspire other universities to follow our lead. We challenge every post-secondary institution in Canada (big or small) to join your own community and the nation, in achieving a 'new' World Record!!"

Harry Sawchuk, Coordinator for the WRW 2007, welcomes Laurier University - Brantford as the first University in Canada to register for the World Record Walk. Accepting congratulations are Greg Stewart, Coordinator of Recreation and Programs and Assistant Coordinator Amy Roefs.



Bradford West Gwillimbury - Second Registered Municipality

"Our Town of Bradford West Gwillimbury is pleased to be the 2nd Municipality registered for this record breaking walk! When people think about improving their health, they often conjure up expensive solutions like fitness club memberships or slimming programs. Yet when it boils down to it, surveys have shown that the top physical activity among Canadians is also the least expensive: walking.

In our Town, we have a number of different ways for people to participate in walking. For example, we hold our annual Mayor's Walk for Health every May, and have approximately 1,000 people participate in this event. This is a modest walk, planned to offer participants a moderate amount of exercise and to show them how easy and enjoyable it is to get started on a regular routine. In addition, we have a free Walking Club program

that is sponsored by our South East Simcoe Good for Life Committee that helps the participants take the first steps to walking for fitness!

Our community challenges all of our surrounding municipalities in joining the 'walkolution'!!! We can work together for this great cause!!"

- Joe Lotto, Town of Bradford West Gwillimbury



Joe Lotto, Town of Bradford West Gwillimbury

Orangeville “in motion”



Orangeville Mayor
Rob Adams

“We can all walk 1 km on World Record Walk Day and consider it a short hike on the path to changing public attitudes about the importance of regular physical activity. The Town of Orangeville supports the World Record Walk on October 3rd 2007 and residents will be out in full force at two different venues to make tracks on our trails. The Town of Orangeville is also taking advantage of this special event to launch the *in motion* campaign - a comprehensive physical activity promotion strategy. We hope this strategy leads to awareness and action around healthier lifestyles and gets us all *in motion* and in better health.”
- Rob Adams, Mayor of the Town of Orangeville

Ajax Walks!



Ajax Mayor Steve Parish

“Ajax is proud to be one of the first communities to register for the Ontario World Record Walk! I personally challenge the mayors of other communities to join me in supporting this important event. Not only does a community that actively walks and bikes have healthier residents and reduced greenhouse gas emissions, but has safer neighbourhoods because of a greater presence of

responsible, caring people out and about in the community. Join Ajax in contributing to a national ‘walkolution!’”
- Steve Parish, Mayor of Ajax

Out and about with the WRW

AMO:

Green Communities Canada will be hosting a breakfast session at the AMO Conference in Ottawa on Wednesday, August 22nd 2007. We will be using this opportunity to encourage municipal leaders from across Ontario to hold WRW events, to sign the International Charter for Walking (<http://www.walk21.com/charter/default.asp>), and to attend Walk21 Toronto 2007.

In the Media:

Watch for the article “Municipalities Invited to Join the Walkolution,” to be published in the July issue of Municipal World. An article on the World Record Walk will also appear in the Canadian Association for Health, Physical Education, Recreation, and Dance summer PHE Journal.



St. Peter School Is Walking Around the World

St. Peter School is located in a quiet residential neighbourhood at the foot of the escarpment in South St. Catharines. As the second school to register, they received a school pedometer kit from StepsCount, consisting of a class set (36) of pedometers and a teacher's toolkit.

The school participates in the Active & Safe Routes to School IWALK

Club. Students have walked all year during Day 1 lunch recess period. They usually walk indoors, but they have walked laps in the gym, walked the halls, and climbed the stairs when the weather did not cooperate. Students have been using the IWALK walking cards and receive a sticker each day they participate.

Lisa Gammie, ERT states: “We encourage a fun time and have played some good tunes when needing to walk

laps in the gymnasium. Our primary students really enjoy the activity especially during our winter indoor walks! We will be walking again next year and look forward to Oct. 3rd 2007. Thank you so much for the school pedometer kit - what an awesome prize!”

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Thanks again to StepsCount for the pedometer prizes donated to our first registrants!

