



## 2010 Winter Warm-Up Update & News Week #1—Jan. 23, 2010

***You've started walking your way to better health and fitness!*** Mark Bashore from WKAR welcomed everyone to the 7<sup>th</sup> Annual Winter Warm-Up and 2010 Winter Warm-Up with the Blues Community Challenge!

- 250 participants attended the kick-off festivities at Lansing Mall.
- Panera Bread provided delicious refreshments for all.
- Three baseline measurements: Blood Pressure Checks, Body Mass Index and a 15-Minute Timed Walk. We will recheck those numbers in 10 weeks and see the progress made!

***Jodi Davis from BCBSM and Jon Stanton, a local walking advocate shared with participants how walking and healthy living had radically changed their lives. Together, the two of them have lost nearly 400 pounds and kept it off by daily walking and common sense eating. Their increased energy and enthusiasm for life were powerful motivators to those who gathered. Jon will be at the Mall weekly leading "Jon's Walking Buddies" - a group focusing on losing weight and staying motivated.***

***NEW this year is the expansion of Blue Cross Blue Shield of Michigan Mayor's Challenge to the Winter Warm-Up with the Blues Community Challenge.*** 10 local communities (Lansing, East Lansing, Grand Ledge, Charlotte, Williamston, DeWitt, Delta Township, Delhi Township, Meridian Township and Lansing Township) are participating in a competition to win a portion of an **\$8,000 grant** for projects to encourage health and fitness in their hometown. *The mid-Michigan community which shows the greatest participation numbers and average of walking/physical activity over the 10 week period will be declared the winner.* The Mayors and Township Supervisors will become each community's "Champion" and Team Captain, rather than the only competitor. Walking/physical activity will be tracked through a free online activity tool extended to us by BCBSM.

**This spirited competition was kicked off by the Champions . . . the race is on . . . stay tuned for weekly updates each Saturday!**



Pictured on Left: Kalea Delezenne, Susan McGillicuddy, Stuart Goodrich, Ken Fletcher, Kal Smith, Dee Smith, John Daher, Doug & Carol Twiss

To participate in the Blues' Community Challenge you must register @ [www.bcbs.com/innovations/walkingworks/](http://www.bcbs.com/innovations/walkingworks/) or [www.cphlansing.com/challenge.html](http://www.cphlansing.com/challenge.html).



For Winter Warm-Up registered walkers, we will again present two (2) popular contests:

- **Dedicated Walker Contest**: Registered participants must sign-in and walk 8 out of the 10 weeks to be eligible for a prize drawing at the Celebration on March 27th.
- **Super Star Contest**: Registered participants must sign-in, walk AND present a completed activity log (**adults** must document/log 30-minutes or more of walking/physical activity 5 or more days a week; **children** (under 18) must document/log 60-minutes of walking/physical activity 7 days a week.) 8 out of the 10 weeks to be eligible for a prize drawing at the Celebration on March 27th.

**CONTEST PRIZES include:** 3 - \$50 Lansing Mall gift certificates, 1-month YMCA Extended Family Pass, 10 - Season Passes to the Ingham County Parks, 2 – “Healthy Eating Cookbooks” from the American Cancer Society, 25 seven-day Jazzercise passes, 10 - \$50 Playmakers gift certificates, 1-month Michigan Athletic Club all-inclusive temporary membership and more!

**SATELLITE GROUPS:** For those unable to make it to the Lansing Mall on Saturday morning, Satellite Groups are forming throughout the mid-Michigan area. If you would like to walk with a group, please visit [www.cphlansing.com/satellitegroups.html](http://www.cphlansing.com/satellitegroups.html) for a complete listing of “Open Satellite Groups” meeting times and places, or call Alicia Armstrong at 349-3803, or email Cheryl Chase @ [cc061005@hotmail.com](mailto:cc061005@hotmail.com).

**Week #2 — Saturday, Jan. 30, 2010 from 9:00 a.m. – 10:00 a.m. @ Lansing Mall Center Court**

- **“What Happens When I Walk”** – by Kalea Delezenne, Director, Lansing Mayor’s Council on Physical Fitness and Certified Personal Trainer
- **Good Form Walking/Running Clinic by Playmakers**  
Walking/running faster, more efficiently, and injury free is what walkers/runners strive for with a focus on proper mechanics.
- **“Walking Buddies”** — Jon Stanton
- **Health Information**: Capital Area District Library, Delta Township Library
- **Blood Pressure Checks**
- **Virtual Walk**: Delta Township Parks and Recreation – Learn a about the parks and trail system in Delta Township and recreational class offerings.

**Special Thanks for a spirited Winter Warm-Up Kick-off:**

- Jodi Davis, BCBSM WalkingWorks Spokesperson.
- Jon Stanton, Local Walking Advocate for an inspirational health and wellness message.
- Mark Bashore, WKAR for hosting the morning program.
- 2010 Winter Warm-Up with the Blues Community Challenge Champions:
  - Mayor Michelle Hyne - City of Williamston
  - Mayor Virg Bernero - City of Lansing
  - Supervisor Susan McGillicuddy - Meridian Township
  - Supervisor Stuart Goodrich - Delhi Township
  - Supervisor Ken Fletcher - Delta Township
  - Mayor Kal Smith - City of Grand Ledge
  - Mayor Dee Smith - City of Charlotte
  - Supervisor John Daher - Lansing Township
  - Mayor Vic Loomis - City of East Lansing
  - Manager Chris Olson - City of DeWitt
- Lansing Community College for providing the stage.
- Panera Bread for the delightful refreshments.
- National Honor Society Students for Okemos and Williamston High Schools for assistance with registration, set-up and clean-up.
- Lansing Community College Student Nurses and Patty Herek, R.N. for the Blood Pressure Checks.
- Patrick Sustrich, Director of Health and Wellness, Hayes Green Beach Hospital and Miki Della-Moretta, Blue Care Network for the Body Mass Index Assessments.

Submitted by Alicia Armstrong, CPH Chairperson



**Jon Stanton**  
**“Walking Buddies”**

**&**

**Jodi Davis**  
**BCBSM/**  
**[WalkyTalk.com](http://WalkyTalk.com)**