FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

Area WIC Programs to Join Mayor Barrett's 100 Miles in 100 Days Challenge
Local families to mark 40th 'birthday' of supplemental nutrition program by getting out and active

MILWAUKEE – On Thursday, July 31, area Women, Infant, Children (WIC) programs will join Mayor Tom Barrett in his Walk 100 Miles in 100 Days Challenge with a family-friendly walk that will end with a 40th birthday celebration for WIC's efforts nationwide.

"Since the launch of my Walk 100 Miles in 100 Days challenge, participants have logged more than 14,000 miles," said Mayor Tom Barrett. "Having WIC bring area families into this effort is a testament to the positive health education the program provides."

Organized by the City of Milwaukee Health Department's WIC program, which serves more than 8,000 participants each month, the walk complements WIC's mission of encouraging parents to model healthy and active behavior for their children and comes as organizations including the Medical College of Wisconsin and Mayo Clinic have released studies highlighting the severe health consequences of sitting and sedentary lifestyles.

WHAT:	WIC Walks with Mayor Barrett	
WHEN:	Thursday, July 31	
TIME:	1 p.m.	Registration
	1:30 p.m.	Kick-off and 40th anniversary remarks
	1:45 p.m.	Walk start
WHERE:	Washington Park	
	1859 N. 40th St., Milwaukee	
	Walk will start next to the Washington Pavilion	

All participants will receive a pedometer courtesy of Molina Healthcare.

For more information on WIC, visit www.milwaukee.gov/health. For more information on Mayor Barrett's Walk 100 Miles in 100 Days challenge, visit www.milwaukee.gov/walk100.

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