Help Victoria Win the HealthyFamiliesBC Walking Challenge

Date: Tuesday, September 13, 2011

VICTORIA, BC – The City of Victoria is currently in first place in its population category to win the HealthyFamiliesBC Walking Challenge. The province-wide initiative encourages British Columbians to get outside and get active with their families – and share their favourite walking routes in their community online.

To help the City of Victoria win up to $60,000 to upgrade a local walkway, Victoria residents can post their stories, videos, maps or photos about their favourite local walking trail by end of day Monday, September 19 at: HealthyFamiliesBCWalkingChallenge.ca and by clicking on “Victoria.”

“Victoria is known as one of the most walkable cities in Canada,” said Mayor Dean Fortin. “With one week left in the Challenge, I encourage residents to participate online and share what our community’s walking trails mean to them and their family.”

The top five communities in their population category with the most online submissions will each receive $10,000 to upgrade a local walking trail. The five communities will be entered into a draw to win an additional $50,000.

Currently, the top five communities in their population categories include: Tumbler Ridge (up to 5,000), Quesnel (5,001 – 10,000), Fort St. John (10,001 – 25,000), Victoria (25,001-100,000), and Saanich (over 100,000).

Individuals and families can also win great prizes. The more posts people enter, the more chances to win pedometers, bikes, fitness passes, footwear gift certificates, and the grand prize of one of six family trips to popular destinations throughout British Columbia.

The HealthyFamiliesBC Walking Challenge is offered in collaboration with 2010 Legacies Now and is funded by the Provincial Health Service Authority as part of the Healthy Families BC initiative of the BC Ministry of Health.

For More Information:

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