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## ***Mayor kicks off Indy in Motion citywide fitness initiative to get Indy moving***

**INDIANAPOLIS** – Mayor Bart Peterson today kicked off *Indy in Motion*, a citywide effort to encourage and promote fitness and physical activities, particularly for families, children, seniors and people with disabilities.

Mayor Peterson announced *Indy in Motion* at the National Institute for Fitness and Sport (NIFS) while riding a stationary bicycle.

“*Indy in Motion* will encourage people simply to get moving,” Mayor Peterson said. “In Marion County, 60 percent of our residents do not get the recommended amount of physical activity. It’s time to change this and make our community strong and healthy.”

*Indy In Motion* also will serve as a central clearinghouse for information and education about physical activities in Indianapolis and will coordinate citywide fitness initiatives and activities. *Indy in Motion* will be led by the Mayor’s Office, Indy Parks, the Marion County Health Department and NIFS.

“Regular physical activity is vital to health. Physical activity significantly reduces the risk of developing coronary heart disease, stroke, diabetes, high blood pressure and certain cancers,” said Dr. Virginia A. Caine, Marion County Health Director and president of the American Public Health Association. “Also, physical activity is vital to controlling diabetes, hypertension, weight, and stress. People of all ages benefit from regular physical activity, such as 30 minutes of walking five or more times a week.”

Mayor Peterson also issued a challenge to all Indianapolis residents to start getting fit with a “Walk Around the Block” or by walking in parks, local shopping malls or around office complexes. He also encouraged residents to visit [www.indyfitness.net](http://www.indyfitness.net) to tell their success story. Each season, Mayor Peterson will walk with a challenge participant with an inspiring story.

“Walking is one easy, yet effective way to exercise,” Mayor Peterson said. “People can walk with family members, friends, neighbors or co-workers or enjoy a solitary walk or hike at a local park. It’s important to choose a way to get moving that’s comfortable to you.”

Peterson also announced several other components to *Indy in Motion*:

(more)

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- **Mayor's Indy in Motion Advisory Council.** This committee, which includes local health and wellness experts appointed by the Mayor, will serve as a forum for collaboration, communication and coordination for citywide fitness initiatives. It will set the agenda for the overall *Indy in Motion* initiative and recognize outstanding developments, contributions and achievements in fitness.
- **IndyFitness.net.** *Indy in Motion* is developing a website, [www.indyfitness.net](http://www.indyfitness.net) that will serve as a central website for fitness activities in Indianapolis. It will be divided into categories for families, children, seniors and people with disabilities and will note if activities are competitive and non-competitive and will identify all fitness clubs in Indianapolis. Clubs and other organizations that would like to post information should visit [www.indyfitness.net](http://www.indyfitness.net).
- **Indy Parks fitness coordinator.** Indy Parks has designated a staff member to be the city's point person on fitness issues. This person will coordinate fitness activities for the Indy Parks system and ensure it offers plenty of free and low-cost programs.
- **Indy Parks adaptive sports coordinator.** Indy Parks has designated a staff member to be the city's point person on fitness initiatives for people with disabilities and to ensure Indy Parks activities are open and accessible.
- **Fitness guide.** Just as Indy Parks now produces a *Summer Arts Guide* – which encapsulates all the different arts activities in the Parks – *Indy in Motion* will create a fitness guide that details all the free or low-cost activities available in Indy Parks. The guide will be available on-line, in Indy Parks and other locations.
- **Expanded Greenways fitness programs.** Indy Parks will create new fitness opportunities on Indy Parks Greenways, which could include walking, running, hiking or cycling along the 37 miles of city greenways.
- **Expanded "A Walk in the Park."** *Indy in Motion* will expand "A Walk in the Park," which are organized group walks and other activities in Indy Parks, to additional park locations and several Indianapolis Greenways.
- **"I Will" List.** *Indy in Motion* will distribute the attached "I Will" list that lists basic things people can do to stay active.

In his Peterson Plan II, Mayor Peterson promised to lead Indianapolis to become a healthier city by encouraging and promoting fitness.