

## **Talk the Walk: Residents Invited to Help Shape Walkable Communities**

[City, Date] – We are trapped in an environment that actually encourages obesity. In an effort to improve the walking and cycling conditions for local residents, {name of heart health project and possibly lead host e.g. city} is hosting a workshop designed as a first step to creating a more walkable {name of community}.

The workshop is initiated by walkON, a partnership of Central West Ontario Heart Health Projects that, together, have identified a need for walkable communities. walkON's mission is to promote the development of communities that support people powered transportation.

“We’re working with residents to identify and address local issues that may prevent people from walking and biking,” explains {insert key spokesperson, title here}. “Our goal is to return to a time when people would walk or bike to where they need to go. Research shows that if people can walk and cycle conveniently and safely, they and their communities are more likely to experience the health and other benefits that people-powered transportation provides.”

Residents attending the workshop will be invited to consider a number of factors that affect walking and cycling. For example, the condition of local sidewalks, whether there are local destinations such as shops nearby, and how to make routes safer and more pleasant for walking and biking.

Residents of walkable communities experience many benefits, explains {insert secondary key spokesperson, title here}. “Communities which support walking and biking as a primary mode of transportation benefit from healthier weights, improved water and air quality, reduced road injuries and fatalities, and improved quality of life,” he/she says. “Walkable neighbourhoods also foster a sense of community among residents, because people are more likely to recognize and meet others. They feel more connected.”

According to Statistics Canada’s Canadian Social Trend Report: “In 2005, 19 per cent of workers who rode their bicycles to work reported that their commute was the most pleasant activity of their day. This was true of just 2 per cent of workers who drove to work.”

### **All {name of community} residents are invited to attend the workshop on**

- Date, location, time

*For more information and to register, please contact:*

{names and contact info for heart health coordinator}