

## FOR IMMEDIATE RELEASE:

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# WALK FOR LUNCH

## Employers: A New Fitness Program for Employees that includes a Subway Lunch!

**Downtown Atlanta, Georgia** – You are invited to join us as we partner together in downtown Atlanta for *Walk For Lunch*, a lunch hour walking program that includes a Subway lunch.

**WALK FOR LUNCH** ([WalkForLunch.com](http://WalkForLunch.com)) is a new 8 day fitness program designed to encourage downtown companies, governments, and employees to walk approximately 2 miles a day, 2 days a week, along 4 suggested walking routes in downtown Atlanta during the lunch hour. Each walker will receive a healthy lunch from Subway Restaurant, a walking map to Woodruff Park, a Walk For Lunch water bottle, an ID Badge, a chance to win give-a-ways, and an opportunity to exercise with fellow employees.

We have asked Atlanta leaders such as A.J. Robinson, the President of Central Atlanta Progress, Carla Smith, Kwanza Hall, City of Atlanta Council Members, to walk the walk and talk the talk. Each leader will lead a particular walk day with their staff to Woodruff Park and encourage other participants to complete the program as part of a healthy lifestyle. This program runs from **October 5<sup>th</sup> to October 28<sup>th</sup>, 2010** on Tuesdays and Thursdays from 11:30 am – 1:30 pm at Woodruff Park, so please post this event on your event calendars.

### How to sign your employees up for this program?

Company Registration is free. Each company can assign a “team captain” such as a Human Resource officer to register the company and themselves on [WalkForLunch.com](http://WalkForLunch.com). Each participating company should inform employees that they need to register under the company’s name using the online registration form found at [WalkForLunch.com](http://WalkForLunch.com). This program is available for only \$8 per day and it includes a Subway lunch.

In addition, your company can raise funds to fight childhood obesity in Georgia, by donating to the beneficiary of *Walk For Lunch*, Choices For Kids. Choices For Kids is a non-profit organization based in Kennesaw, GA addressing the needs of overweight and obese children.

### Why should I promote this program to our employees?

Walking promotes a healthy lifestyle, which in turn creates healthier employees who rely less on health insurance, ultimately helping the bottom line. Walking is also a good way to boost company morale and a fun way for employees to interact outside the office.

**Sponsor *Walk For Lunch*.** Be a part of the various sponsorship and marketing opportunities that *Walk For Lunch* has to offer. This 8 day event, is a perfect opportunity to attract new customers that care for their own health. For more information, please contact us via email at [info@walkforlunch.com](mailto:info@walkforlunch.com).

**Donate a \$25 or more Gift Certificate!** Each week, walkers will be entered to win weekly give-a-ways from local Atlanta companies, donate a company gift certificate in exchange for free company promotion to all that participate in our *Walk For Lunch* program. [Click here for more information.](#)