

For Immediate Release
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Downtown Bellevue's Summer Challenge: Walk Around the World!

BDA launches second annual "Walk Downtown Bellevue" campaign

BELLEVUE, WA – The Bellevue Downtown Association (BDA) today launched the second annual Walk Downtown Bellevue summer challenge, a 10-week campaign from June 24 to September 4, to highlight the ease of walking in Downtown Bellevue and champion the health and travel benefits of foot travel for exercise, errands and everyday tasks.

"We've stepped up the challenge this year," said Leslie Lloyd, BDA president. "Our goal is to track about 50 million steps, equivalent to walking around the world. We will not only showcase our great downtown, but we'll also be a bit healthier for the effort."

Last year, just over 1,000 Walk Downtown Bellevue participants logged 33 million steps on the Walk Downtown Bellevue website (bellevuedowntown.org/walk).

Free Starter Kits and Pedometers

To participate, walkers should pick-up a free Starter Kit – with an Overlake Hospital pedometer, Downtown Bellevue walking map, a BECU water bottle, and a Clif Bar – at the following Downtown Bellevue locations:

BECU

200 Bellevue Way NE, Suite 1A
(800) 233-2328

Bellevue City Hall Service First Desk

450 110th Avenue NE
(425) 452-6800

Bellevue Downtown Association

500 108th Avenue, Suite 210
(425) 453-3112

Foot Zone Bellevue

10640 Main Street
(425) 462-7463

Walk to the Live at Lunch Concert Series

Walk Downtown Bellevue starter kits will also be available at all Live at Lunch Concerts beginning July 8 at Bellevue City Hall. The BDA produces free lunchtime concerts at various Downtown Bellevue locations every Tuesday and at the Bellevue Galleria Compass Plaza every Thursday through September 11. A full concert schedule is online at bellevuedowntown.com/events.

(more)

2008 Walk Downtown Bellevue, cont.

Throughout the challenge, the BDA will provide walking tips and extra incentives to keep participants on their feet and logging their steps. Participants are also eligible for prizes; the Walk Downtown Bellevue Prize Patrol will again sport purple shirts at select Live at Lunch Concerts.

The Walk Downtown Bellevue campaign will culminate with a Celebration Day on September 4 at the Bellevue Galleria, featuring a Live at Lunch Concert with Beatles tribute band Crème Tangerine.

According to the American Heart Association, walking an extra 20 minutes a day can burn off seven pounds of body fat per year. Also, every minute of walking can extend a lifetime by 1.5 to 2 minutes.

Walk Downtown Bellevue Community Partners

The success of Walk Downtown Bellevue relies upon support from the City of Bellevue, Group Health, Overlake Hospital Medical Center, GLY Construction, Parker Smith & Feek Inc., and BECU.

About the Bellevue Downtown Association

Established in 1974, the Bellevue Downtown Association is a nonprofit, membership organization charged with leading the continuing evolution of Downtown Bellevue as the economic and cultural heart of the Eastside. The BDA advocates for a shared vision of Downtown Bellevue, cultivates economic vitality, fosters a dynamic civic and cultural community and creates an open forum for Downtown constituents.

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