



February 2010

Shape Up San Francisco is proud to announce the 2010 Walking Challenge!

Shape Up San Francisco is a coalition started by the Mayor's Office to increase awareness and opportunities for increased physical activity and improved nutrition where people live, play, work, and learn. One of our first initiatives for 2010 is the 4th **Shape Up SF Walking Challenge**.

The purpose of this challenge is to promote physical activity in a way that can easily and inexpensively be implemented anyone's daily routine. The Challenge starts by urging people who live, work, or go to school in San Francisco to create or join a team (within their neighborhood, workplace, school, family, etc.), track how much they are walking and exercising, and log it online on our website. All their miles will contribute to their team's total. The goal is for each team to collectively "walk" 1,016 miles—equivalent to the coastline of CA—within the 10 weeks of the challenge. The 2010 Challenge will run from **March 1 to May 7, 2010**.

Shape Up recognizes how people in a community are shaped by their social, physical and political environments, so we've tried to develop programs like the Walking Challenge with all ages, neighborhoods, and resource levels in mind to encourage participation throughout the city. One of our goals for this year's Challenge is to get more youth involved in various parts of the city. We will gladly work with you to promote this great program however you see fit.

More information about the Challenge (as well as directions for registration) is available on our website, www.shapeupsfwalkingchallenge.org.

We would love for you to have these flyers available at your school. If you need more information, more flyers, or have any questions, please don't hesitate to contact me.

All the best,

Amy Portello Nelson
Shape Up SF Walking Challenge Coordinator
anelson@dcyf.org
415-554-3506