



Heart Walk®



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Downtown Norfolk Council Unveils American Heart Association Walking Path on National Walking Day, April 6

Norfolk, Virginia (April 1, 2016) – On Wed. April 6th, The American Heart Association is encouraging residents from across the region to come out to the unveiling of the Downtown Norfolk new 1 mile American Heart Association designated Walking Path. At this free event, there will be giveaways, heart health information, free heart healthy menu items from California Pizza Kitchen, food trucks and much more. Along the route you will find messaging to encourage a healthy lifestyle as well as information about the benefits of walking.

When: Wednesday, April 6 - National Walking Day

Where: MacArthur Square, across from MacArthur Memorial

Time: 11:30am – 1:00pm

“The Downtown Norfolk Council is honored to be a part of such an invigorating initiative,” said Mary Miller, president and CEO of Downtown Norfolk Council. “It’s exciting to see the community work together to make positive strides to better the health of our residents.”

The American Heart Association provides free tools and resources to start a walking program. You can also download a custom walking plan from startwalkingnow.org, to track your progress. The Downtown Norfolk path is one of thousands across the country. To see a list of paths nationwide or to map a custom walking route, visit startwalkingnow.org.

“The American Heart Association is committed to getting people engaged in physical activity so they can live longer, stronger lives,” said Elisa Wills, Vice President of the American Heart Association in Hampton Roads, “Over sixty-six percent of American adults are considered overweight and obese and nearly 70 percent are not engaging in regular, moderate or even light physical activity.

“It’s imperative that people know how important 30 minutes of walking a day is to their cardiovascular health. Walking has the lowest dropout rate of any physical activity and just a few extra steps a day is a simple and easy way to take an active role in maintaining a significantly healthier life.”

A person is 1.5 to 2.4 times more likely to have coronary heart disease if he or she is inactive, but walking vigorously for 30 minutes a day can help reduce high blood pressure and cholesterol and reduce the risk of coronary heart disease. Adults should get at least two and a half hours a week of moderate-intensity physical activity. Studies show that some adults may gain as many as two hours of life expectancy for each hour of regular, vigorous physical activity.

Heart Walk, the American Heart Association’s premier fund-raiser, enables people to improve their health by walking while helping fund the fight against heart disease and stroke. The Peninsula Heart Walk is on Saturday, October 22nd at Peninsula Town Center in Hampton and the Southside Heart Walk is on Saturday, October 29th at Mt. Trashmore Park in Virginia

Beach. To join or start a team and walk for a healthy heart visit

www.hamptonroadsheartwalk.org.

Heart Walk is sponsored nationally by SUBWAY® Restaurants and sponsored locally by Sentara Heart. For more information, call 757-628-2610.

About the American Heart Association

Founded in 1924, we're the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases — America's No. 1 and No. 5 killers — we fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. To learn more or join us in helping all Americans, call 1-800-AHA-USA1 or visit americanheart.org.

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