



**Brief:**

Step by Step to a Healthier Milford six week self-walking campaign

**Registration link:**

<http://cca.milfordct.com/NewsArticle.aspx?dbid2=CTMIL&newsid=97033>

**Details:**

The Step by Step to a Healthier Milford, presented by the Milford Regional Chamber of Commerce 'Health & Wellness Council,' is a 6 week 'self-walking health program; the first 150 registrants receive a Goody Bag and event T-shirt

Step by Step registrants are given a 'Goody Bag' that contains a pedometer and other nice goodies. Included is a tracking form (see attached for this year). Registrants are encouraged to walk 10,000 steps per day (= 5 miles per day), and record each day's steps on this log. There will also be a 'Google Doc' to access and record your steps online. Registrants can walk on their own, form a group of fellow Step by Steppers and walk, or form a team.

Each week, for the six weeks of the walking campaign, registrants receive a weekly email containing inspirational thoughts and weekly stats from the Step by Step campaign

**Events:**

The Saturday, September 17<sup>th</sup> 'Kick Off,' starting at 8:30 a.m., involves checking in, getting your event Goody Bag and T-shirt (both items given to first 150 to register), enjoying exhibitors and refreshments, welcoming greetings by dignitaries and Mayor Ben Blake, then an inaugural walk up the Silver Sands Boardwalk with the Mayor.

The Step by Step 'Wrap Up Celebration' takes places on Wednesday, November 9<sup>th</sup>, 5:30-7 p.m., hosted by the Milford Hospital.

There, all registered walkers will be given a Step by Step Completion Certificate, and enjoy healthy refreshments and the guest speaker, Dr. Dorothy A. Martin-Neville (here's her Facebook page link <https://www.facebook.com/dorothy.martinneville?fref=ts> ).

The top two individual steppers and the top two team steppers will receive acknowledgement and honors.