

Businesses Encouraged to Participate in Columbia's Bicycle and Pedestrian Week October 8 - 12



**September 24, 2007
Media Advisory**

HIGHLIGHT FOR BUSINESS LEADERS:

TUESDAY, OCT. 9

EDVENTURE CHILDREN'S MUSEUM

211 Gervais Street

PHYSICAL FITNESS = FISCAL FITNESS

• PART I

8:00 - 11:30 AM

Human resources and business professionals are invited to learn how promoting physical activity among employees makes good economic sense.

• PART II

1:00 - 4:30 PM

Business leaders are invited to learn how their companies can support physical activity (biking and walking initiatives) in the community.

Midlands' businesses are encouraged to participate in the upcoming Columbia Bicycle and Pedestrian Week, Monday, October 8 through Friday, October 12. There are a number of activities geared especially for business leaders on Tuesday, October 9, including two different sessions at EdVenture Children's Museum.

The first session, scheduled from 8 – 11:30 AM, targets human resources and business professionals and touts how physical activity among employees makes good "economic" sense. An afternoon session scheduled from 1 - 4:30 PM encourages business leaders to support biking and walking initiatives in the community as well as encourage their employees to become more physically fit.

October 9 is part of a larger effort to promote physical activity and make Columbia a more biker and pedestrian friendly community. Business leader involvement is essential in helping the city develop realistic strategies to make Midlands' communities safer and more pleasant places to live, work and play.

In addition to the sessions held on October 9, this week includes activities and other workshops at various locations, all aimed at encouraging active, healthy lifestyles, transportation options and improving safety. Workshops during the week will discuss safe routes to school and around neighborhoods, bike riding fundamentals for kids and the beginner cyclist, law officer training, biking and walking routes in Columbia and physical activity among senior adults.

There are also a number of bike rides planned for the week including a 15-mile route through Fort Jackson and a lunch bike tour of downtown Columbia. To wrap up the week, on Friday, October 12, national bike and pedestrian experts will be on hand to interact with individuals from Columbia's professional community.

For more information on the events planned for Columbia's Bicycle and Pedestrian Week or to register online, visit www.centralmidlands.org.