



Charlie Crist
Governor

Ana M. Viamonte-Ros, M.D., M.P.H.
Secretary of Health

PINELLAS COUNTY HEALTH DEPARTMENT

February 12, 2007

FOR IMMEDIATE RELEASE

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“Step Up, Florida!” Coming to Pinellas County

Florida’s fourth annual “Step Up, Florida: On Our Way to Healthy Living!” campaign has begun. County health departments, state and local partners, schools and worksites will host events during February as part of the statewide campaign that promotes physical activity and healthy lifestyles for Floridians of all abilities.

“The statistics of Floridians who are overweight and obese are startling,” said DOH Secretary Ana Viamonte Ros, M.D., MPH. “Eating better and increasing physical activity are two simple ways Floridians can live a healthier life and reverse the obesity epidemic. I’m pleased Step Up, Florida! is leading the way.”

The primary goals of “Step Up, Florida!” are to promote awareness of the importance of daily physical activity for people of all abilities and to highlight local opportunities for Floridians to engage in physical activity. Physical activity events across the state are highlighting the variety of unique local physical activity opportunities each county has to offer.

Step Up in Pinellas County!

Step Up, Florida! Pinellas on the Move is set for **Saturday, February 24, 2007**. Participants will start from four locations along the Pinellas Trail (see below) and can then walk to Taylor Park, 1100 8th Ave, SW, in Largo. Opening ceremonies will take place in the morning at each of the four Pinellas Trail locations.

Starting Points

St. Petersburg: Raytheon - 1501 72nd St N, Saint Petersburg, FL 33710

Registration Begins: 8:00 a.m.; Ceremony Begins: 8:30 a.m.; Walkers Depart: 8:45 a.m.

Length of walk to Seminole: 5.2 miles

Seminole: City Park - 7464 Ridge Rd, Seminole, FL 33772

Registration Begins: 9:45 a.m.; Ceremony Begins: 10:15 a.m.; Walkers Depart: 10:25 a.m.

Length of walk to Taylor Park: 4.7 miles

Dunedin: Hammock Park - 1900 San Mateo Drive, Dunedin FL

Registration Begins: 8:05 a.m.; Ceremony Begins: 8:35 a.m.; Walkers Depart: 8:50 a.m.

Length of walk to Clearwater: 4.4 miles

Clearwater: 100 S Myrtle Ave, Clearwater FL 33756

Registration Begins: 9:30 a.m.; Ceremony Begins: 10:00 a.m.; Walkers Depart to Taylor Park: 10:15 a.m.

Length of walk to Taylor Park: 4.3 miles

Festivities at Taylor Park will go from 11:00 a.m. until 2:00 p.m., with a ceremony and proclamation reading by Commissioner Karen Seel at noon.

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Activities at Taylor Park will include vendors, Disney entertainment, the fire department's Touch a Truck, a blues band, free T-shirts and pedometers for walkers, Tampa Bay Buccaneer cheerleaders, Skip Mahaffey of WFUS-FM 103.5, Clearwater Threshers mascot, Pinellas County Sheriff Jim Coats and the DARE car. Rep. Ed Hooper and other elected officials will be at the ceremony to await the announcement of the Elected Officials Walking Challenge.

Elected Officials Walking Challenge

The City of Largo's elected officials, led by Vice Mayor Harriet Crozier, issued a challenge to Pinellas County elected officials to compete in a walking competition. The competition will begin February 12 and end February 16. Each elected official will record his or her total steps per day. At the end of the week, the steps of each elected entity involved in the challenge will be totaled, and the team with the greatest number of steps will be announced at the February closing event at Taylor Park.

Officials who accepted the "Walking Challenge"

County Commission

Ronnie Duncan
Calvin Harris
Robert Stewart
Susan Latvala
Karen Seel
John Moroni
Kenneth Welch

City of Largo

Pat Gerard
Mary Gray Black
Rodney Woods
Andrew Guyette
Rodney Woods
Gigi Arntzen
Harriet Crozier
Gay Gentry

St. Petersburg City Council

John Bryan
Jamie Bennett
Herb Polson
Bill Foster
Leslie Curran
Earnest Williams
Rene Flower

Jeff Danner

City of Seminole

Dottie Reeder
Dan Hester
John Counts
Patricia Hartstein
Jimmy Johnson
Thomas Barnhorn
Trina Watkins

City of Clearwater

Frank Hibbard
Bill Jonson
John Doran
Hoyt Hamilton
Carlen Petersen

Law Enforcement/Fire Rescue

Sheriff Jim Coats
Fire Chief Jeff Bullock
Police Chief Lester Aradi

To find out more about Step Up, Florida! or Pinellas on the Move, please call Lois Milne at(727)820-4100

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