



Media Release

For immediate release: March 9, 2006

Contact:

Sarah Shier, Outreach & Events
Portland REI (503) 221-1938
sshier@rei.com

PUT A LITTLE GROUP SPIRIT IN YOUR STEP

WALK INTO FITNESS WITH REI AND WONDERS OF WALKING New Walking Club Starts Saturday, March 25th

PORTLAND, Ore. – Lace up at REI-Portland and join the pros from Wonders of Walking (WOW) for the launch of the WOW walk club, hosted by REI-Portland. Designed for walkers of all levels, skills, and goals, the WOW Walk Club delivers a program of organized group fitness walks, online guidance and the motivation that comes from walking with others.

The WOW Walk Club kicks off on Saturday, March 25, at the downtown REI, 1405 NW Johnson St. An annual WOW Walk Club membership fee of \$35 includes a pace chart and training plans, tiered challenge walks with incentives further help participants achieve their workout goals and weekly emails offering tips on training, goal setting and other “need to know” information. In addition, club members receive a WOW Walk Club t-shirt, retail offers from REI, discounts on registration for all Wonders of Walking’s three annual events, Willamette Valley Relay, Sisters’ Stride into Autumn and the Pumpkin Caper.

“The team spirit offered by the club provides the energy and accountability to keep walkers motivated and committed,” said Judy Heller, master racewalker and founder of Wonder of Walking.

Weekly Saturday morning club walks vary in distances, generally lasting 45 – 60 minutes .through downtown Portland, esplanade, into Forest Park, and yet to be determined locales.

For more information call 503-282-1677_ or visit www.wondersofwalking.com

ABOUT WONDERS OF WALKING

Founded in 2003, Wonders of Walking Willamette Valley Relay was founded in 2004 by Wonders of Walking, LLC, a Portland-based organization that advocates walking for well-being and pleasure. Wonders of Walking president Judy Heller is a well-known walking advocate, trainer and organizer of major regional walking events. Heller was honored by the Oregon Road Runners for the 2003 Dedicated Walker award, which is bestowed on an individual who has given their time and talents for the good of the walking community. Wonders of Walking manages a series of walking events currently all set in Oregon, including: Willamette Valley Relay, July 14-15, 2006, Sisters Stride into Autumn in Sisters, Ore., September 24, 2006 and The Pumpkin Caper in Beaverton, Ore., October 22, 2006. For more information and details, log onto www.wondersofwalking.com.

ABOUT REI

REI is a national outdoor retail cooperative, committed to inspiring, educating and outfitting for a lifetime of outdoor adventures. Founded in 1938 by a group of Pacific Northwest mountaineers seeking quality equipment, REI is today the nation's largest consumer co-op with more than 2.5 million active members. REI offers products from all of the top brands for camping, climbing, cycling, hiking, outdoor cross training, paddling, snow sports and travel, including its own line of award-winning gear and apparel. While anyone may join or shop at REI, members pay a one-time \$15 fee and receive a share in the company's profits through an annual member refund based on their purchases. REI currently operates stores in 25 states, two online stores – REI.com and REI-OUTLET.com – and an adventure travel company, REI Adventures. A portion of REI's profits is set aside each year for support of environmental stewardship and outdoor recreation causes. www.rei.com/portland

#

###