



FOR IMMEDIATE RELEASE

---

**CONTACT:**

Maggie Palmer  
MKP Creative  
[Maggie@maggiepalmer.com](mailto:Maggie@maggiepalmer.com)  
503-419-7677

Judy Heller  
Wonders of Walking®  
[jheller@wondersofwalking.com](mailto:jheller@wondersofwalking.com)  
503-282-1677

## **Wonders of Walking® (WOW) Joins PHIT America, a New National Campaign to *Help* Overcome the Obesity & Sedentary Crisis**



Portland, Oregon (March 21, 2013) – [Wonders of Walking®](http://www.WondersofWalking.com) has become an Alliance Sponsor of PHIT America, a new national educational campaign to combat the obesity and sedentary crisis seriously affecting health care costs in the U.S. This non-profit, started by the sport & fitness industry, will promote grassroots programs and new legislation to influence Americans to be more active, fit and healthy through a consumer website: [www.PHITAmerica.org](http://www.PHITAmerica.org).

"It is important to me that WOW be involved in a national movement which promotes a healthy and active lifestyle for all ages. Just look around any community in the U.S. You can see obesity is a serious issue in every city and state," says Judy Heller, founder of Wonders of Walking. "Currently 1 in 4 Americans are totally sedentary. Our children deserve the opportunities I had. The goal is helping Americans become more active, fit and healthier in order to help them establish vibrant active lifestyles preventing and reducing health care costs. WOW is proud to promote PHIT America and to influence active, healthy lifestyles by offering a variety of walking programs – the whole body exercise."

Heller recently attended the Sports & Fitness Industry Association's **14th Annual National Health Through Fitness Day** (March 13; Washington, DC) where she participated with nearly 150 industry leaders asking Congress for support of two pieces of legislation that will help "Get America Moving to Improve Health." The Carol M. White Physical Education Program (PEP) Grant and the PHIT Act, which would expand eligible reimbursement expenses from pre-tax accounts to cover physical activity costs.

PHIT America has been enlisting participation of companies and organizations from the sports and fitness industry for the past few months to achieve its objectives of education, advocacy, and fundraising for grassroots and PE programs. Today there are seven Founding Sponsors: SFIA, NSGA, Sears, The Active Network, the United States Tennis Association, The American College of Sports Medicine, Midtown Athletic Clubs and Didgebridge. Overall, there are more than 110 companies and organizations that have already committed to be PHIT America Alliance Sponsors for 2013.

**About Wonders of Walking® (WOW):**

At WOW, we recognize that if exercise isn't fun or enjoyable, most people simply won't do it. That's why our focus is on the journey, not just the finish line. Whether you're a racewalker or a wanderer, we bring walkers events that celebrate seeing, doing, experiencing and enjoying at a pace that's comfortable for nearly everyone. With an aging population and obesity on the rise, walking is a step in the right direction to an active lifestyle. We want to encourage people to get moving with trainings, coaching, clubs, resources and seminars that are fun, motivational and challenging. Learn more at [www.wondersofwalking.com](http://www.wondersofwalking.com)

**About PHIT America:**

PHIT America is an educational and advocacy campaign creating a *Movement for a Fit and Healthy America*. PHIT America will communicate to millions of Americans starting in early 2013 through over 130 industry supporters called Alliance Sponsors. PHIT America was started by the SFIA (Sports and Fitness Industry Association). For more information about PHIT America, contact [www.PHITAmerica.org](http://www.PHITAmerica.org). # # #