National Walk @ Lunch Day®

Walking for the health of it.

Let's get your community involved!

Wednesday April 30, 2014

National Walk@Lunch Day is right around the corner!

Planning a walk at your place of work or school is easy. Below you will find a checklist to help you plan your own walk so your community can celebrate National Walk@Lunch Day with us.

1. Form a planning team. This team can be internal – from your organization only – or you can reach out to other schools and businesses to coordinate a larger public event.
2. Locate where you want the walk to actually take place. This can be around a track, walking path or trail, in a park, or at a local stadium or school gymnasium.
3. Seek out and secure vendors and volunteers to help make your walk a success.
4. If necessary, contact your local city council or police department to verify your event will be safe and secure. This is especially important if you plan on having your walk on public grounds or roads.
5. Consider offering door prizes or giveaways to improve attendance and create a more celebratory atmosphere. Since these walks take place lunchtime, it would be nice to offer a light lunch to participants.
6. Hire a disk jockey or other entertainment. Fun music makes for a fun walk.
7. Promote your event and encourage registration by directing participants to [www.micrositewebaddress.com].
8. Create and distribute a media release to local outlets to promote your walk.
9. Set a registration deadline and estimate the number of attendees for your event.

After the event:

1. Send thank you notes or letters to any vendors, organizations or volunteers who helped make your event a success.
2. Once you have a final headcount, celebrate your success by creating and distributing another media release announcing the amount of participants and giving highlights of your event.

While we celebrate National Walk@Lunch Day once a year, remember to celebrate walking as a healthy habit to enjoy all year long.

BlueCross BlueShield of Alabama

An Independent Licensee of the Blue Cross and Blue Shield Association