



## For Immediate Release

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### **MADISON IS NEXT CAPITAL ON WALKSTYLES' WeWhoWalk™ TOUR PROMOTING COMMUNITY AND WELLNESS THROUGH WALKING**

*Sponsored by UnitedHealthcare, walks to take place in 50 states*

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**MADISON, Wis. (Aug. 30, 2007)** – As part of a national campaign to spread the message of wellness through walking – an ambitious, healthful endeavor covering all 50 states in just 50 weeks – the WeWhoWalk™ Tour, from WalkStyles, Inc., will make its next tour stop in Madison on Friday, Sept. 7.

Madison-area leaders will meet for pre-walk festivities at Memorial Union on the Tripp Deck at 7:30 a.m. Sue Parks, CEO of WalkStyles, Inc., originator of the tour, and WalkStyles Madison ambassador Rogette Koby, Business Development Representative, AMCORE Bank, will then lead the five-mile walk on a specially selected scenic route that showcases Madison, beginning at 8:30 a.m.

“I am very excited to be part of the WeWhoWalk Tour,” said Koby. “I echo the Tour’s mission of promoting wellness through walking and look forward to representing Madison as the ambassador.”

All walking enthusiasts in the Madison region are invited to join the pre-walk festivities and the five-mile walk, but must register online for free membership at [www.walkstyles.com](http://www.walkstyles.com), by Sept. 6. The updated WalkStyles’ Web site, designed for individual walkers (and hikers and joggers) as well as local walking communities, also is a tool to fight childhood obesity.

“During the entire 50-week tour, WalkStyles will donate 10 percent of everything purchased with a special Madison promo code on the WalkStyles Web site to a local charity that fights childhood obesity,” Parks explained. “A healthy lifestyle, enhanced with walking, works for all ages.”

The WeWhoWalk Tour is the idea of Parks, whose company WalkStyles is dedicated to helping people live a healthier, more balanced lifestyle that includes walking. Parks enlisted the sponsorship of United HealthCare to move this concept forward. Additional sponsors are American Airlines, Citracal, Lindora Comprehensive Weight Control, Foot Solutions, Liberty Fitness, and a nationally syndicated radio program, the Satellite Sisters.

“UnitedHealthcare applauds Sue Parks for raising awareness about the health benefits of walking through the WalkStyles Web site, and now, the WeWhoWalk Tour,” said Jay Fulkerson, Regional CEO for UnitedHealthcare. “We share her commitment to engage the communities we serve in taking those 10,000 steps toward living a healthier lifestyle.”

By raising awareness through the Sept. 7 walk, WalkStyles will connect current residents, newcomers and/or visitors to Madison with other walkers in the area, and provide an inspirational focus on the healthful benefits of walking.

Parks, who turned 50 this year and was a corporate executive before forming WalkStyles, has walked at least five miles – or 10,000 steps – every day for the past 12 years. Her walking group in Southern California, started with 40 women, has doubled in size and more walking groups are springing up each week. In her research, Parks learned that walking at least one mile a day could reduce the risk of heart disease by 82 percent over a ten-year period.

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### **About WalkStyles**

WalkStyles, Inc., headquartered in Laguna Hills, Calif., is a leading designer and marketer of products and services for people who wish to live a healthy, balanced lifestyle that includes walking. [WWW.WalkStyles.com](http://WWW.WalkStyles.com) is a free networking site open to individuals and walking clubs throughout the U.S. Walkers can connect with each other to form walking clubs, communicate on health topics, monitor their own progress through the DashTrak Wellness System that encourages 10,000 steps per day for optimum health, and gain a wide array of information on healthy lifestyles. Products include the DashTrak Wellness System and WalkStyles WalkWear. For more information, visit [www.walkstyles.com](http://www.walkstyles.com).

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