



For Immediate Release

Erin Day/HKA, Inc.
(714) 426-0444x218PST
erin@hkamarcom.com

RICHMOND IS NEXT CAPITAL ON WALKSTYLES' WeWhoWalk™ TOUR PROMOTING COMMUNITY AND WELLNESS THROUGH WALKING *Sponsored by UnitedHealthcare, walks to take place in 50 states*

RICHMOND, Va. (June 6, 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 Richmond on Friday, June 15.

Richmond-area leaders will meet for pre-walk festivities at The Jefferson Hotel at 7:30 a.m. Sue Parks, CEO of WalkStyles, Inc., originator of the tour, and WalkStyles Richmond ambassador Ronald Bew, SBA District Director, will then lead the five-mile walk on a specially selected safe and scenic route that showcases Richmond, beginning at 8:30 a.m.

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

A few of the local Richmond walk VIPs will be Mike Leonard, Executive Director, Greater Richmond Small Business Development Center of the Chamber of Commerce; Rita Henderson, Director, Office of Minority Business Development, City of Richmond; and many more.

All walking enthusiasts in the Richmond region are invited to join the pre-walk festivities and the five-mile walk by registering online for free membership at www.walkstyles.com, by June 14. The updated WalkStyles Website, 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 Richmond 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 and Liberty Fitness. Nationally syndicated radio program, the Satellite Sisters (www.satellitesisters.com), recently joined as a sponsor and will periodically feature Parks on their show during the tour.

– more –

“UnitedHealthcare applauds Sue Parks for raising awareness about the health benefits of walking through the WalkStyles Web site, and now, the WeWhoWalk Tour,” said Kevin Ruth, UnitedHealthcare CEO of Mid-Atlantic Region. “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 June 15 walk, WalkStyles will connect current residents, newcomers and/or visitors to Richmond 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.

Deleted: --

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 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.

#