



**Press Release – Wednesday 16<sup>th</sup> September, 2010**

## **East Devon 'Walk This Way' hits the streets for Walk4Life Day**

EAST Devon's 'Walk This Way' scheme will inspire walkers to take great strides to improve their health this month by taking part in the national Walk4Life event.

Change4Life, ITV and walking groups are joining together to hold ITV's Walk4Life Day on Sunday 26 September.

East Devon' Walk4Life event will start at 2.30pm from Ottery St Mary Leisure Centre. The walk is free of charge, open to everyone – from first-time walkers to experienced ramblers – and will be led by trained walk leaders. 'Walk This Way' co-ordinator Andrew Dare said: "The idea of the walk is to encourage people to step out on their way to a happier, healthier future. It will be a fun walk between one and three miles, and we will have light refreshments back at the Leisure Centre after. Walking makes you feel good and live longer – it's fun, free and you don't need any fancy equipment. There are 600 schemes across England which are living proof of this."

On 13 September, ITV newsrooms across England and Wales launched a campaign to get viewers off their sofas and encouraging them to get active, improve their lifestyle and walk in a location near them.

Public Health Minister Anne Milton said: "Walking is a great way for families to spend time together. Brisk walking for at least ten minutes is good for improving health and can count towards the recommended activity goals of thirty minutes five times a week for adults, and sixty minutes every day for

children. It's good for you and it gives you a chance to take time out of your busy life - quality time that is free and available to us all."

Leisure East Devon (LED) introduced the 'Walk This Way' scheme in 2001, and now offers four health walks per week in the Exmouth, Axe Valley and Sid Valley areas. People of all ages and abilities are welcome to come along, and more information can be found at [www.ledleisure.co.uk](http://www.ledleisure.co.uk) or by contacting Andrew Dare on: 01404 814317.

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Photographers are invited to East Devon's 'Walk4Life' event and should contact Andrew Dare on 01404 814317.

#### Notes to Editors

1. For copies of the Change4Life logo, television adverts or print images, call the Department of Health newsdesk on 020 7210 5221.

2. ITV's Walk4Life Day is part of ITV's support for the Department of Health's Change4Life campaign. The event will be profiled in national and regional news and on Daybreak. Please contact the following ITV Regional Newsrooms regarding coverage of the regional events:

West / Westcountry - Ben Haggitt, [ben.haggitt@itv.com](mailto:ben.haggitt@itv.com) , 0844 88 12 306

3. Additional materials available from the DH newsdesk • Range of case studies where walking has dramatically improved people's lives.

- Walking organisation and Change4Life spokespeople.
- An illustrative map of the key ITV walks.
- Details of each individual walk.

4. Anyone who wants to get involved with Change4Life should register at [www.nhs.uk/change4life](http://www.nhs.uk/change4life)<<http://www.nhs.uk/change4life>>

5. Change4Life recommends that children get 60 minutes of activity every day and adults 30 minutes, five times a week.

6. Find Change4Life on Facebook and Twitter (@Change4Life)

7. Local Partners:

Leisure East Devon Ltd is a charitable trust established on 1 January 2006 that manages East Devon District Council's leisure facilities under a 30-year lease. Please see: [www.ledleisure.co.uk](http://www.ledleisure.co.uk) for more details.

The facilities are: Axe Valley Leisure Centre; Broadclyst Leisure Centre; Colyton Leisure Centre; Ottery St Mary Leisure Centre (Colin Tooze Sports Centre); Exmouth Tennis & Leisure Centre; Exmouth Swimming & Leisure Centre; Exmouth Pavilion; Exmouth's Phear Park; Honiton Swimming & Leisure Centre; Seaton's Seaford Gardens; Sidmouth's Coburg Road Gardens; Sidmouth Leisure Centre & Sidmouth Swimming Pool.

For more information, please contact:

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