



Press release

1 January 2010

**Founder of Intelligent Health appointed MBE in Queen's
New Years Honours list**

Dr William Bird, founder of Intelligent Health has been appointed MBE for services to Healthcare and Physical Activity in the [New Years Honours list](#).

Dr Bird developed the concept of health walks in 1995 whilst working as an Oxfordshire GP and established the first health walk scheme for his patients at Sonning Common Health Centre. His work with the Countryside Agency (now Natural England) and the British Heart Foundation established the Walking the Way to Health Initiative (now WfH) and he has been involved in this field ever since.

Intelligent Health was founded by Dr Bird in 2006.

- ends -

Notes to editors

For more information about the Awards visit: <http://www.acttravelwise.org/about-us/awards/AwardWinners2009>

For more information about Intelligent Health or Step2Get please call the Intelligent Health press office on 07786 388158.