



Press release

13 October 2010

Walk a mile to a healthy heart

East Londoners young and old are being asked to take up a walking challenge in Mile End Park on October 13.

Walking is a very effective form of exercise which can help you stay healthy and live longer. A brisk, one-mile walk burns just as many calories as running over the same distance.

Dr William Bird, who has set up successful schemes to encourage people in the UK to exercise in order to promote good health will be a special guest at the event. Dr Bird was awarded an MBE this year for his contributions to health and physical activity.

Michael Rowan, director of Mile End Park said: "Walking is a fantastic way to get fit. It is gentle enough for all ages and abilities and it's up to you how hard you want to push yourself.

"I hope to see more people in our parks taking up walking as their part of their exercise regime."

The Walk A Mile in Mile End Park event starts at 3pm. Participants are asked to meet at King George V gate in Rhodeswell Road.

You can also keep track of how far you walk and calculate your fitness by using new technology in the park.

As part of Healthy Borough programme walkers can swipe a card on marked points – where the time of your walk will be recorded. The information will then be sent to your personal web page where a record is kept for you to view.

You can monitor your progress as each walk is updated onto the system. Visit www.walkmileendpark.co.uk or download the route to your phone go to http://enabledmaps.com/m/m_mep/menuMobile.htm

This is a Walk4Life Mile pilot project.

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Notes to editors

- For more information about Intelligent Health visit www.intelligenthealth.co.uk
- To find out more about walking (including walking groups) in Tower Hamlets see www.towerhamlets.gov.uk/walking