

**Press release**

19 January 2011

Get fit by walking your way to health**More than 200 school children put their best foot forward to launch Tower Hamlets Winter Walking Campaign in Mile End Park using Intelligent Health's walk monitoring system.**

Organised by the Healthy Borough Programme (a partnership between Tower Hamlets Council and the NHS Tower Hamlets) the launch unveiled 12 new walks and showcased new technology on January 19.

Mile End Park was the first public park in the world to install the new swipe and go technology designed by Intelligent Health. It allows residents to use an electronic card to swipe in and out to measure how far their have walked.

The walking campaign aims to get adults and children walking more, even if the weather is colder, and includes 12 one-mile postcard walks with local highlights around the Borough.

Keith Williams, Head of the Healthy Borough programme said: "Walking is a fantastic way to get fit. It is gentle enough for all ages and abilities. Our message is you can get fit in 2011, every step counts, even if that is getting off the bus one stop earlier."

Dr William Bird MBE, of Intelligent Health said: "What better way to see in the New Year than a commitment to get fitter by trying out some of these fantastic new walks. We hope lots of people will try them out and encourage their friends and family to join them."

The Winter Walking Campaign will be running from January until March 2011.

For more information visit:

http://www.towerhamlets.gov.uk/news/council_news/january/get_fit_by_walking_your_way_to.aspx

You can monitor your progress as you walk in Mile End Park and each walk is updated onto the system at www.walkmileendpark.co.uk . The route can also be downloaded onto your mobile phone http://enabledmaps.com/m/m_mep/menuMobile.htm

This is a Walk4Life Mile pilot project.

- ends -

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