



August 2005

Community Partners

American Heart Association
Bazzani Associates
City of Grand Rapids
City of Walker
Gazelle Sports/New Balance GR
GR Area Health Ministry Consortium
GR Community Foundation
GR Housing Commission
GR Parks and Recreation
GVSU Family Health Center
Healthy Kent 2010
Kent Co. Health Dept.
Kent MSU Extension
Life EMS Ambulance
Lowell Community Wellness
Metropolitan Hospital
Neighborhood Business Alliance
Office of Children, Youth and Families
Priority Health
RoMan Manufacturing, Inc.
Saint Mary's Health Care
Senior Neighbors
Spectrum Health
South East Community Association
The Wellness Center
Uptown Cool Cities Advisory Council

Golden Shoe Chairpersons

Barbara Hawkins Palmer
Healthy Kent 2010

Lynn Heemstra
Office of Children, Youth and Families

Dear Community Neighbor,

It's time to step up and discover how you can support a healthy Greater Grand Rapids community!

In Kent County, 57% of our residents are either overweight or obese and that translates into increased health costs. Project TakeOff, Kent County's obesity prevention initiative, is planning a fun, community-wide campaign to promote walking called "The Golden Shoe Campaign."

The Golden Shoe Campaign is a year long campaign that will launch this September. Our goal is to make walking fun so that people will make an effort to incorporate walking into their daily activities. The campaign features designated walking routes within local communities and incentives to encourage participation, such as "golden shoes" tucked away in public places, quarterly prize drawings, and "Wellness Baskets".

"Wellness Baskets," which will be awarded quarterly to participants via a drawing, are key to the success of the Golden Shoe Campaign. The baskets will be filled with donations from area businesses. These donations include gift certificates, discount coupons, promotional materials, and other items that promote healthy living. Attached is a list of items that we are seeking.

We would like you to consider contributing to the Wellness Baskets or even becoming a Golden Shoe sponsor. Our representative(s) will explain how you can help. Meanwhile, if you have any questions, please feel free to contact one of us.

Thank you for your support for your community and the Golden Shoe Campaign!

Sincerely,

Barbara Hawkins Palmer
(616) 632-7281
Golden Shoe Co-Chairperson

Lynn Heemstra
(616) 456-4353
Golden Shoe Co-Chairperson