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## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **City of Houston to Challenge Inactivity By Celebrating Challenge Day 2006**

Mayor Bill White, the City of Houston, and the Houston Parks and Recreation Department encourage all Houstonians to get active for fifteen consecutive minutes or more and show the rest of the world that Houston is up to the *challenge!* On Wednesday, May 24<sup>th</sup> Houston will participate in Challenge Day 2006, a worldwide fitness contest that encourages people to get out and exercise for at least fifteen minutes thus promoting health and fighting inactivity.

“Our goal is to have one million Houstonians in motion on Challenge Day,” said Joe Turner, Director of Houston Parks and Recreation. “We as a community can show the world what it means to be healthy, fit and active. All you have to do is go out for a run, get a group of friends together for a game of basketball, swim a few laps or take your dog for a walk for fifteen minutes, then tell us about it. Together we can rise to the challenge.”

This year Houston will compete with Medellín, Colombia to see which City is more active on Challenge Day. People of all ages are encouraged to participate by performing any form of physical activity for fifteen minutes or more and subsequently reporting their activity via phone or e-mail. All activities must be logged on May 24<sup>th</sup> by 9 p.m. and can be e-mailed to [challengeday2006@cityofhouston.net](mailto:challengeday2006@cityofhouston.net) or phoned to (713) 437-6500. Participants are to provide information on the type of activity, the number of people who accepted the challenge, and for how long the exercise and/or activity lasted.

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For additional information regarding on the Houston Parks and Recreation Department or Challenge Day 2006, please call (713) 845-1135. Visit the Houston Parks and Recreation website at [www.houstonparks.org](http://www.houstonparks.org) and click the [Challenge Day 2006](#) link for detailed information about Challenge Day, its objectives and schedules.