  **PRESS RELEASE**

Contact:

Char Jackson

Public Information Officer

(208) 455-4524

cjackson@cityofcaldwell.org

 **Date: 10/19/22**

**FOR IMMEDIATE RELEASE**

**Caldwell MAYOR PARTICIPATING IN ANNUAL MAYOR’S WALKING CHALLENGE**

Caldwell Mayor Jarom Wagoner is one of a record 98 Idaho mayors participating in the Mayor’s Walking Challenge, a program of the Blue Cross of Idaho Foundation for Health that promotes the importance of physical activity. Yesterday, the Mayor walked with students at Sacajawea Elementary School and has visited other Caldwell schools this month as well. The challenge takes place during October and rewards mayors for walking during the month.

Idaho mayors can earn up to $1,000 for their efforts and have two chances to earn funds for their communities. Mayors can:

* Walk an average of 5,000 steps a day during October to earn $500 for their community
* Walk an average of 10,000 steps a day during October to earn $1,000 for their community

“I am happy to be part of this challenge. It is a great way to get out in the community and I am proud to be a part of a program that encourages myself, the community, and children, to be physically active,” said Mayor Jarom Wagoner.

“Walking is one of the easiest and best things people can do for their health, and we appreciate the record number of Idaho mayors who are participating in the Mayor’s Walking Challenge,” said Kendra Witt-Doyle, Executive Director, Blue Cross of Idaho Foundation for Health. “These mayors are doing something great for their own health while setting a good example and earning funds for their communities.”

Since the Mayor’s Walking Challenge became a statewide event in 2018, Idaho mayors have earned $271,000 for their communities. Those funds have contributed to a variety of projects and programs that promote a healthy lifestyle across Idaho, including playgrounds, physical education equipment for schools, walking clubs, amenities at parks, scholarships for youth programs, and more.