



JOIN THE CITY OF RED BAY FOR 100 ALABAMA MILES CHALLENGE KICK-OFF EVENT ON MAY 12TH

Red Bay, AL – The 100 Alabama Miles Challenge encourages all Alabamians to get outside and walk, run, hike, bike, swim, paddle, ride, or roll with family and friends at our parks, nature preserves, and rivers in 2018. Join the City of Red Bay on Saturday, May 12, 2018 to take part in the statewide kick-off program.

As a new statewide public program presented by The University of Alabama Center for Economic Development (UACED) and partnering organizations, the Challenge officially starts on Saturday, May 12, 2018 with kick-off events planned in several cities and towns throughout the state. Alabama State Parks is also an event partner. The City of Red Bay will hold its own kick-off event, where those attending will receive free tee shirts and be invited to participate in a group walk to get in their first mile.

Organizers invite all Alabamians to register for the 100 Alabama Miles Challenge at 100alabamamiles.org, where they will earn electronic badges for milestones they reach and places they visit as they log their miles of activity. The website enables participants to find recreational trails throughout the state, track their progress individually and by teams, and to get important safety and wellness information before they head outside. Participants can take the challenge with friends and family, have friendly competitions with others, and share their experiences through the program's social media platforms.

Participants in the 100 Alabama Miles Challenge can use the #100ALMiles hashtag to share photos and experiences across social media as they rack up their mileage.

"As an ongoing program, the 100 Alabama Miles Challenge will be an important tool to support economic development across our state through recreational tourism," said Brian Rushing, the program's coordinator and Director of Economic Development Initiatives at UACED. "Alabama has so many wonderful parks and beautiful natural areas, and we hope this program inspires people to seek out previously-unvisited trails or parks as they work toward their 100 miles."

Dr. Scott Harris, Alabama's State Health Officer, said that, "Alabamians have high rates of inactivity and obesity and other associated health conditions, including hypertension and diabetes. Physical activity plays a major role in preventing obesity and chronic disease, and it is a blessing that Alabama has so many great places to get out and be active. The 100 Alabama Miles Challenge will be an outstanding program to help encourage that activity."

Mayor Charlene Fancher said that, "The City of Red Bay believes that this program can bring significant health and economic benefits to our part of Alabama, and we are proud to be a part of the official statewide kick-off on May 12, 2018 and I encourage our citizens to participate."

The City of Red Bay will hold its 100 Alabama Miles Challenge kick-off event on Saturday, May 12, 2018 at the City of Red Bay's downtown Heritage Park at 10:00 A.M. and invites the public to attend.