



## **MEDIA RELEASE**

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### **COMMUNITY CHOICES LAUNCHES *WALKING: ALL REASONS ALL SEASONS* AT PROGRESSIVE PRESS CONFERENCE**

VANCOUVER, WA (January 17, 2008) – Community Choices is launching *Walking: All Reasons All Seasons*, a community wide education and advocacy campaign at a “progressive press conference” featuring high ranking city and county dignitaries **January 22, 8:00 a.m. to 8:30 a.m. along McLoughlin and Broadway in downtown Vancouver. A reception will follow at the Marshall Center, 1009 E. McLoughlin Vancouver, WA.** (See attached map.)

Dignitaries (listed below) will be stationed several feet apart starting on the corner of McLoughlin and Broadway in downtown Vancouver and continuing on McLoughlin to F Street. At each station, they will describe an amenity in the built environment which supports community walkability, such as a refuge island for pedestrians, diagonal back-in parking, bulb-outs for traffic calming, etc.

The main goals of the *Walking: All Reasons All Seasons* community wide outreach education and advocacy campaign are:

- EDUCATE the community about the numerous benefits of walking
- MOTIVATE the community to make positive lifestyle changes
- ENGAGE the community to advocate for a built environment that is conducive to walking

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Dignitaries participating in the progressive press conference:

**Broadway & McLoughlin:**

**Royce Pollard, Mayor, City of Vancouver**

**Stacey Sellers, Mayor, City of Washougal**

**Jim Irish, Mayor, City of LaCenter**

**C & McLoughlin:**

**Pete Capell, Director, Clark County Public Works**

**Deputy Manager Bill Whitcomb, Transportation Services, City of Vancouver**

**David Judd, Director, Vancouver-Clark Parks & Recreation**

**D & McLoughlin:**

**Tim Leavitt, Councilmember, City of Vancouver**

**Richard Malin, President, Central Park Neighborhood Association**

**Seanette Corkill, President, Arnada Neighborhood Association**

**E & McLoughlin:**

**Betty Sue Morris, Chair, Clark County Board of County Commissioners**

**Steve Stuart, Clark County Commissioner**

**Beth Quartarolo, President and CEO, Greater Vancouver Chamber of Commerce**

**F & McLoughlin:**

**John Weisman, Director, Clark County Health Department**

**Dr. Rachel Ruiz, Vice President, Student Affairs, Clark College**

After the press conference, members of the public and media representatives are invited to adjourn to the nearby Marshall Center where dignitaries and members of the walkability team will be available to answer questions and discuss the campaign. Campaign materials will be available for pickup and light refreshments will be served. A mini-bus will transport attendees who may need transportation assistance to the Marshall Center from the press conference site.

## Press Conference Locations

