



DELAWARE STATE
CHAMBER OF COMMERCE

IMMEDIATE RELEASE

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“MOTIVATE THE FIRST STATE”:
A New Statewide Campaign to Encourage Physical Activity

Wilmington, Del. (June 1, 2015) – Today, a new innovative campaign called “Motivate the First State” launches and will encourage regular physical activity by rewarding participants with a contribution to three Delaware charitable organizations - Special Olympics Delaware, Boys & Girls Clubs of Delaware, and The YMCA of Delaware.

Governor Markell is challenging Delawareans to achieve one million miles of physical activity between June 1st and December 31st. “Join me on the trails, sidewalks and bike paths.” he said. “Together, we can log one million miles of physical activity and make each step, each pedal stroke count for Delaware charities that help our kids, our families and our citizens with special needs.”

Any Delaware resident is eligible to join the campaign and track their activities in an online community supported by Plus3.com. Healthy activities span a range of options, from walking, running and cycling, to drinking water, to eating fruits and veggies, to dancing, to gardening, to many other activities. Adults and youth of all ages are eligible to participate.

“This campaign is a perfect complement to our work to increase the number of Delawareans who are walking and biking,” said Jason Danner, co-chair of Governor’s Council on Health Promotion and Disease Prevention Walking and Bike-Friendly Committee. “The effort addresses that need with an inclusive program that’s easy and fun for anyone to use and includes charity-based incentives to encourage activity.”

A successful pilot program using Plus3.com was implemented in 2014 in Sussex County in partnership with Kelly Benefit Strategies, Healthier Sussex County, and Sussex Outdoors.” said Rich Heffron, President of the Delaware State Chamber of Commerce, “Delawareans will be inspired and healthier, and together we will move much-needed charitable donations to Delaware non-profits.”

Partners supporting this campaign include Delaware Division of Public Health, The Longwood Foundation, Healthier Sussex County, Bike Delaware, Kent Kids, Sussex County Health Promotion Coalition, Sussex Outdoors, Sussex County Government, and Races2Run.

Delawareans can sign up for the “Motivate The First State” campaign for free at www.motivatethefirststate.com

Contact program & public relations manager Chris Matthews motivateDEmedia@gmail.com with questions

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About the Delaware State Chamber of Commerce

The Delaware State Chamber of Commerce is dedicated to promoting an economic climate that strengthens the competitiveness of Delaware businesses and benefits citizens of the state. Founded in 1837 as the Wilmington Board of Trade, the Delaware State Chamber of Commerce has a long history as the largest, most influential business organization in the state.