



WILLAMETTE VALLEY RELAY



FOR IMMEDIATE RELEASE

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McDONALD'S OF OREGON & SW WASHINGTON TEAM UP WITH WONDERS OF WALKING FOR THE WILLAMETTE VALLEY RELAY WALKING EVENT BENEFITTING LOCAL CHARITIES

(March 16, 2004) Portland, OR – McDonald's of Oregon & SW Washington and The Wonders of Walking, LLC have partnered to kick-off the first-ever Willamette Valley Relay Walking Event scheduled for July 16th and 17th with proceeds to benefit local charities.

The Willamette Valley walking relay will begin at Champoeg State Park, near Wilsonville, on Friday, July 16th and will end in Alton-Baker Park in Eugene on Saturday, July 17th. This is the first event in the Northwest by Wonders of Walking designed specifically by walkers for walkers. Teams will be formed to walk the course of the relay where rest stops and water are provided along the way. The course is approximately 150 miles and is open to all levels of walking.

"We felt the relationship between McDonald's and the Wonders of Walking not only promotes the benefits of leading a healthy active lifestyle, but also allows us to support local charities," stated Judy Heller, a Personal Fitness Coach and founder of Wonders of Walking. "Walking is a challenging, low-impact, total body workout and since McDonald's believes in encouraging opportunities for personal responsibility and choices through both diet and exercise, we thought this relationship would be a perfect fit," added Heller.

The event will benefit the Ronald McDonald House Charities of Oregon and SW Washington as well as the Legacy Comprehensive Stroke Program and the Oregon Stroke Center based at OHSU.

Wonders of Walking is an organization that wants to create a series of events specifically for walkers. The Willamette Valley Relay presented by McDonald's is its inaugural event. Wonders of Walking celebrates the health benefits, the competitive opportunities and the recreational aspect of walking.

"We are thrilled to partner with Wonders of Walking and Judy Heller, someone from the community who is knowledgeable, experienced, and enthusiastic," stated Sal Muscardin, President of State's Advertising Co-Op, McDonald's of Oregon and SW Washington.

For more information on how to sign up for the Willamette Valley Rely, please visit www.wondersofwalking.com or email info@wondersofwalking.com.

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