



August 2005

**Community Partners**

American Heart Association  
Bazzani Associates  
City of Grand Rapids  
City of Walker  
Gazelle Sports/New Balance GR  
GR Area Health Ministry Consortium  
GR Community Foundation  
GR Housing Commission  
GR Parks and Recreation  
GVSU Family Health Center  
Healthy Kent 2010  
Kent Co. Health Dept.  
Kent MSU Extension  
Life EMS Ambulance  
Lowell Community Wellness  
Metropolitan Hospital  
Neighborhood Business Alliance  
Office of Children, Youth and Families  
Priority Health  
RoMan Manufacturing, Inc.  
Saint Mary's Health Care  
Senior Neighbors  
Spectrum Health  
South East Community Association  
The Wellness Center  
Uptown Cool Cities Advisory Council

**Golden Shoe Chairpersons**

Barbara Hawkins Palmer  
Healthy Kent 2010  
  
Lynn Heemstra  
Office of Children, Youth and Families

Dear Community Neighbor,

It's time to step up and discover how you can support a healthy Greater Grand Rapids community!

In Kent County, 57% of our residents are either overweight or obese and that translates into increased health costs. Project TakeOff, Kent County's obesity prevention initiative, is planning a fun, community-wide campaign to promote walking called "The Golden Shoe Campaign."

The Golden Shoe Campaign is a year long campaign that will launch this September. Our goal is to make walking fun so that people will make an effort to incorporate walking into their daily activities. The campaign features designated walking routes within local communities and incentives to encourage participation, such as "golden shoes" tucked away in public places, quarterly prize drawings, and "Wellness Baskets".

"Wellness Baskets," which will be awarded quarterly to participants via a drawing, are key to the success of the Golden Shoe Campaign. The baskets will be filled with donations from area businesses. These donations include gift certificates, discount coupons, promotional materials, and other items that promote healthy living. Attached is a list of items that we are seeking.

We would like you to consider contributing to the Wellness Baskets or even becoming a Golden Shoe sponsor. Our representative(s) will explain how you can help. Meanwhile, if you have any questions, please feel free to contact one of us.

Thank you for your support for your community and the Golden Shoe Campaign!

Sincerely,

Barbara Hawkins Palmer  
(616) 632-7281  
Golden Shoe Co-Chairperson

Lynn Heemstra  
(616) 456-4353  
Golden Shoe Co-Chairperson