



May 1, 2006

In Kent County, 57% of our residents are either overweight or obese. Obesity and the health problems that accompany it have driven up our state health care costs to billions of dollars annually. As a community, we have to act now! We have to increase the physical activity of our residents and promote healthier lifestyles. Project TakeOff, Kent County's obesity prevention initiative, is planning a fun, community-wide campaign to promote walking called *The Golden Shoe Campaign, Step Up and Discover!* We want you to be a part of this community initiative!

The Golden Shoe is a year long campaign that began September 2005. It includes designated walking routes within local communities, prizes of new sneakers for those who discover gold-painted shoes tucked away in public places, quarterly prize drawings for participants, the development of a "tool kit" to help other communities establish their own walking initiatives and much more. Our goal is to make walking fun so that people will make an effort to incorporate walking into their daily activities.

To help with the campaign expenses, we are seeking a total of \$30,000 from sponsors. Funds raised will help print the walking routes, sponsor the kick off event, purchase walking shoes and promotional materials, and evaluate the campaign's effectiveness.

We have three levels of tax deductible sponsorship:

- **Golden Sponsor--\$5,000**
 - Logo on event materials plus the benefits of Silver Sponsor
- **Silver Sponsor—\$2,500**
 - Name recognition on materials plus the benefits of the Bronze Sponsor
- **Bronze Sponsor - \$1,000**
 - Name on written list of sponsors on web site.

As a community, we must work together to create opportunities to be more physically active. Your participation will help get us started. In the next few days, a member of The Golden Shoe Campaign will be contacting you to learn if we can count on your support of this event. If you have any questions, please contact either Lynn Heemstra at 456-4353 or Barb Hawkins Palmer at 632-7281. Thank you for your consideration.

Sincerely,

The Golden Shoe Campaign Committee

- American Heart Association
- Bazzani Associates
- City of Grand Rapids
- City of Walker
- FOX 17
- Gazelle Sports/New Balance GR
- GR Area Health Ministry Consortium
- GR Community Foundation
- GR Housing Commission
- 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
- 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

Co-Chairs:

Barb Hawkins Palmer 632-7281
Lynn Heemstra 456-4353