Written Description:

Provide a written description of historical points and points of interest along your walking routes. Provide as much or as little detail as room allows. Points should be numbered and also indicated on the map. Drawings and/or photographs of locations should be provided as well.

Example:

#1 Senator Vandenberg Statue: This bronze statue, sculpted by Toby Mendez, is of a famous Grand R[...]

Arthur Hendrick Vandenberg, an undisputed Twentieth Century giant, was born in 1884 in Grand Rapids, [...] public schools, and studied law at the University of Michigan. He was editor and publisher of the Gra[...] Herald (1908—1928). Arthur Vandenberg was appointed to the Senate in 1928 and served until his [...] 1951. He was instrumental in forming the United Nations, the Marshall Plan and the North Atlantic Trade [...] tion. In October 2000, the US Senate formally recognized Senator Vandenberg's singular contribution by [...] portrait to the permanent collection of outstanding former senators in the Senate Reception Room.

Golden Shoe

a community walking campaign

Shoe graphic

Join us, have fun, walk your city and win prizes!

Provide some pedestrian safety tips. We used the following:

Safety Tips:

★ Always walk with a partner.

★ Stay alert and aware of what is going on around you.

★ Carry a cell phone or change for a phone call.

★ Keep watch over your children and make sure they know traffic safety rules.

★ Use traffic signs.

★ Wear bright clothing so you can be seen and reflective material if it is dark outside.

★ In hot weather, make sure you drink lots of water.

For more routes and areas to explore, call

Golden Shoe Entry Form—Instruct participants to answer questions on both sides of this form to be eligible to win.

Ask a couple simple questions about your route to verify it was walked.

Ask demographics like: name, date, address, phone #, e-mail, sex, age, and race.

Provide location information for where entry forms may be

Provide written route directions. Include a header highlighting the route name and the distance. Include information on parking, a starting point, public restrooms and where entry forms can be submitted. You will also want to highlight the points of interest you detailed in the written   descriptions section (through italics or bold print) .

Example:

Zoo to the " U " (2 Miles) Please Note: All distances are approximate.

Parking: The starting point—West Fulton Parking Lot (free lot) - 739 West Fulton.

Start: West Fulton Parking Lot on the North side of Fulton between Straight and National.

Turn right (west) out of the parking lot onto Fulton St. and follow it past **752 West Fulton** to Lane Ave. Cross over to the south side of Fulton at the Lane Ave. pedestrian crossing. Continue west on Fulton to Garfield Ave. Turn left on Garfield Ave and follow it to **Sacred Heart Church** on the corner of Garfield Ave and Park St.

Continue your written directions until back around to starting point, providing details on various sites of interest along the route.

Map:

If route is along community streets, the map should include streets or paths taken as well as other major streets for reference points.

Indicate a starting spot.

Include numbered points of interest (drawings/b&w pictures of specific houses, gardens, business signs, etc.) described in the written descriptions section.

Identify all public restrooms along the route—designate by **R.** Identify a few options for parking along the route—designate by **P**.

We prefer that maps be drawn by hand. Refer to the Golden Shoe Map on the CD-Rom for an example of a hand-drawn map. Keep in mind what you can accomplish. If a hand-drawn map is not something you have the ability to produce, use a computer-generated map with the route highlighted.

Golden Shoe Entry Form Continued—

This section can be used to ask some questions that would be helpful to your campaign, future campaigns or your evaluation. Such as:

- Where did you hear about the Golden Shoe Campaign?
- How many times did you walk 20 minutes of more last week?
- Have you walked this route before?