



# CITY OF DUBLIN

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## PRESS RELEASE

FOR IMMEDIATE RELEASE

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**CITY OF DUBLIN TO PROMOTE HEALTHIER LIVING THROUGH ITS  
*LIVE HEALTHY DUBLIN “STEP 2 IT CHALLENGE”*  
MARCH 16 – MAY 25, 2014**

**DUBLIN, Calif., February 11, 2014** – For the second year, the City of Dublin is offering a program that motivates, educates, and empowers residents to achieve optimal health through a customized 10 week wellness challenge. From March 16 through May 25, 2014, residents and other community members can be part of the “Step 2 It Challenge,” a fun way for teams of friends, families, neighbors, and co-workers to get active and work together to meet their goals. In this program, all participants will receive a pedometer and work toward the same goal – counting steps.

The “Step 2 It Challenge” will kick off at the St. Patrick’s Day Festival on March 16, and end on Memorial Day weekend. There will be two community walks during the ten week event, and participants will receive a weekly email newsletter, promoting proper nutrition and highlighting healthy recipes and motivational techniques. The Challenge will wrap-up with an awards ceremony at the Dublin Farmers’ Market on Thursday, May 29.

Dublin Mayor Tim Sbranti said, “The Wellness Challenge is part of the Dublin City Council’s initiative to increase the health and quality of life for all Dublin residents. It’s a great way for people to join together in meeting mutually-beneficial goals.”

Community members are encouraged to form teams of 2-10 people. Teams will be competing against teams of similar size (i.e., 2-3, 4-6, 7-10 members). Trophies will be awarded to the winning teams from each category, based on average number of steps walked per team.

The cost to participate is \$10 for the first 400 registrants. After that, the price increases to \$16 per participant. Teams may register at [www.livehealthydublin.com](http://www.livehealthydublin.com), choosing the promo code, LHDUBLIN. Participants are also encouraged to jump-start their walking program by registering for the St. Patrick’s Day “Shamrock 5K Fun Run/Walk” at [www.dublin.ca.gov/funrun](http://www.dublin.ca.gov/funrun).

For more information, contact Dublin Parks and Community Services at (925) 556-4500.

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