

FITNESS FACTS

Taking Your First Steps To Fitness

(NAPSA)—Recently, a growing number of people have taken to walking and eating in moderation to improve their fitness and overall physical well being.

Now, the largest restaurant chain in the world is contributing to this trend with what it calls The Go Active!™ American Challenge.



Bob Greene

Sponsored by McDonald's restaurant, this effort furthers their programs designed to promote balanced, active lifestyles.

Leading the effort is Oprah's personal trainer and exercise physiologist, Bob Greene, who is bicycling and walking from Los Angeles to Washington D.C. to educate the public about the importance of living an active lifestyle.

"The key to living a balanced lifestyle is moderation and staying active. I believe in the importance of balance between the food consumed and the physical activity being exerted," said Bob Greene. "McDonald's reaches 23 million people every day and I look forward to sharing information and clearing up various misconceptions so they can incorporate more activity into their daily routines."

For example, while supplies last, by purchasing McDonald's Premium Salad accompanied by a bottled water or a medium fountain drink, customers receive a pedometer to monitor their daily activities and "Step with It!™" booklet developed by Bob Greene.

The McDonald's Stepometer™ is a small pedometer that tracks the number of steps taken in a typical day. The booklet contains a walk-

Walk For Better Fitness

Tips by Bob Greene and McDonald's®

Why walk?

- It's inexpensive
- Is easy, fun and safe
- Gives you more energy and reduces stress
- Tones muscle and builds strength
- Controls your appetite

Get walking

- Consult your doctor to review any health conditions before you begin
- Choose comfortable shoes with thick flexible soles to absorb shock
- Choose a safe place to walk
- Find a partner to walk with and keep you accountable
- Stretch before you begin
- Walk 30 minutes a day, 2-3 times per week; increase your steps each week
- Start gradually and get faster as you go further

Creative ways to keep walking fresh

- Scout garage sales and flea markets
- Volunteer to walk dogs at an animal shelter
- Tour the open houses in your neighborhood
- Sign up for a weekend charity walk event
- Treat yourself—put a slice of lemon in your water bottle



ing program guideline and suggestions about how to increase physical activity.

To follow Bob Greene's journey, visit www.goactive.com or to learn more about living a balanced lifestyle call toll-free 877-MCD-FOOD or visit www.mcdonalds.com.