

**LAURA MILLER
MAYOR**



CITY OF DALLAS

MEDIA ADVISORY

**For Immediate Release:
March 25, 2005**

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MAYOR MILLER TO ANNOUNCE NEXT PHASE OF CITYWIDE FITNESS INITIATIVE

Recognizing the urgent need for Dallas citizens to become more active and fit, Dallas Mayor Laura Miller will host a news conference on Thursday, March 31st at 10 a.m. to announce the next stage of the citywide fitness initiative and to conclude "Lighten-Up Big D!"

Mayor Miller launched "Lighten-Up Big D!" last May during a ceremonial run/walk with business and community leaders across the Houston Street Viaduct. Local companies and organizations participated in the program by encouraging their employees to exercise and compete for points earned from healthy behavior. In 2004 *Men's Fitness* magazine ranked Dallas the nation's third fattest city. This year, Dallas moved down the list to sixth place.

On Thursday, the Mayor will recognize the top performing organizations and the top performing individual in the competition and unveil a new look and plan for the citywide fitness initiative.

The news conference will take place:

**Thursday, March 31, 2005
10:00 a.m.
Lakewest YMCA
3737 Goldman at Hampton
Dallas, Texas 75212
(Mapsco 43M)**

All members of the media are invited and welcome.

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