



For Immediate Release

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Media Alert/Photo Opportunity

Who: City of new Orleans in conjunction with the Center for Disease Control and Prevention (CDC) and Steps to a Healthier New Orleans

What: Physical fitness outreach month at City Hall

When: 5 weeks (total). See specific dates below:

Week 1: July 6th, 7th

Week 2: July 10th, 12th, 14th

Week 3: July 17th, 19th, 21st

Week 4: July 24th, 26th, 28th

Week 5: July 31st, Aug, 2nd, 4th

The outreach project will take place each day from: 9am-5pm

Where: Inside the entrance lobby New Orleans city Hall, 1300 Perdido St, New Orleans, 70112

Why: As a part of Phase 1 of the Steps to a Healthier New Orleans (Steps) community outreach, Steps is conducting physical fitness and activity outreach activities within FEMA and private trailer park locations for residents displaced by Katrina and other locations in addition to New Orleans City Hall.

Details: Outreach workers, who have been trained to educate the public about the need to stay physically fit and exercise more often, will be giving away complimentary “physical activity bags” containing Steps water bottles, Frisbees, kids coloring book with crayons, a Tobacco-Free Living pen, a walking log (book to record how much physical activity that day), and a walking slide (a sliding pamphlet that answers general questions about walking habits). Outreach workers are in the process of making visits to FEMA and private trailer parks in Baker (Baton Rouge), St. Tammany and New Orleans City Hall to help encourage and educate displaced residents about the need to incorporate more physical activity into their lives