



**CONTACT:**

Steve Doane, Communications Specialist  
(O) 239-343-8372

Department Mobile/After Hours: 239-789-5786

**Million Mile Movement Pledges Are In, Now Get Moving!**

*Community leaders set organizational mileage goals with Lee Health, School District of Lee County setting the pace*

(Fort Myers, Fla. – Feb. 8, 2019) --- Just three weeks after the kickoff of Healthy Lee’s Million Mile Movement (MMM), more than 82,345 miles have already been logged by participants enrolled to help reach the goal. During the kickoff, Jan. 18, Healthy Lee – Lee County’s community collaborative focused on improving the overall health and well-being of our community – issued a challenge to the community to move 1 million miles by April 15. Major sponsors of the challenge announced their team goals at the kickoff, held at the Horizon Council meeting.

In total, 376,000 miles were pledged by the sponsors and other supporters attending the event with Lee Health and the School District of Lee County leading the way with a combined 300,000 miles pledged. To incorporate more types of activity, this year’s MMM is using a measurement called MOVES to track everything from aerobic workouts to gardening. Each activity is automatically converted to MOVES based on intensity and duration. One mile is roughly equal to 200 MOVES.

Here’s a breakdown of the pledges in miles and MOVES:

The School District of Lee County	200,000 miles – 40,000,000 MOVES
Lee Health	100,000 miles – 20,000,000 MOVES
Employees of the City of Cape Coral	30,000 miles – 6,000,000 MOVES
B&I Contractors	10,000 miles – 2,000,000 MOVES
Markham, Norton, Mosteller, White and Company, P.A.	10,000 miles – 2,000,000 MOVES
Greater Fort Myers Chamber of Commerce	10,000 miles – 2,000,000 MOVES
Lee County Port Authority	10,000 miles – 2,000,000 MOVES
Iberia Bank	6,000 miles – 1,200,000 MOVES

Healthy Lee promotes every aspect of healthy living, from exercise opportunities to eating right and cultivating mental health, for every resident. “By challenging Lee County to move 1 million miles, we are working to create a culture of healthy lifestyles and improve Southwest Florida’s overall quality of life,” said Gary Griffin, Healthy Lee chair and president and CEO of B&I Contractors, Inc. “The Million Mile Movement is a fun way to encourage families, friends, employees and neighbors to get moving toward better health.”

The top six individual participants by Feb. 28 will win tickets to a suite when the Minnesota Twins take on the Detroit Tigers March 11 at Hammond Stadium. In addition, any participant that logs at least 45 miles by April 14 is automatically entered to win a 4-day cruise to Cozumel.

### **Register to Participate**

The Million Mile Movement challenge is free and open to Lee County residents of all ages and fitness levels. Visit [www.HealthyLee.com/news-events/Million-Mile-Movement](http://www.HealthyLee.com/news-events/Million-Mile-Movement) to create a MyWellness account and sign up for the movement. Register as an individual or form a team with your family, friends and co-workers.

### **Set Your Goal**

Make sure your goal is realistic and attainable, so you stay motivated to reach it.

### **Sync Your Devices and Get Moving!**

After setting your goal, make sure to download the MyWellness app to your smartphone and sync your fitness trackers or mobile devices. The app syncs with the most popular fitness trackers (Fitbit, Apple Watch, Garmin, etc.) and automatically logs your steps. You can also sync your phone's step counter if you don't use a tracker. This keeps you motivated to continue working toward your goal and updates you on our community's progress toward 1 million miles.

Want to log your workout? The app and website feature a movement conversion tool that allows you to convert activities such as swimming, weight training and aerobic exercises to miles, so all your activity is captured and added to your total. This helps you incorporate different exercises to keep yourself interested, engaged and challenged.

### **About Lee Health**

*Since the opening of the first hospital in 1916, Lee Health has been a health care leader in Southwest Florida, constantly evolving to meet the needs of the community. A non-profit, integrated health care services organization, Lee Health is committed to the well-being of every individual served, focused on healthy living and maintaining good health. Staffed by caring people, inspiring health, services are conveniently located throughout the community in four acute care hospitals, two specialty hospitals, outpatient centers, walk-in medical centers, primary care and specialty physician practices and other services across the continuum of care. Formerly known as Lee Memorial Health System, the organization began its second century of service with a new name in 2016. Learn more at [www.LeeHealth.org](http://www.LeeHealth.org).*