



Office of the Mayor

444 West Grand Avenue
Wisconsin Rapids, WI 54495
(715) 421-8216
wirapids.org

FOR IMMEDIATE RELEASE

October 10, 2017

To: News Editors

Contact: Jennifer Clark

Phone: 715-421-8216

E-mail: jclark@wirapids.org

Wisconsin Rapids Mayor Joins Leaders Nationwide to Launch Park Campaign

Tuesday, October 10, 2017 – At 10:10 a.m. on October 10, Wisconsin Rapids Mayor Zachary Vruwink joined 133 mayors from across the country to launch a historic “10-minute walk” parks advocacy campaign. The campaign’s ambitious vision is that all Americans should live within a 10-minute walk (or half-mile) of a high-quality park or green space.

Mayor Vruwink is part of a group of municipal leaders who represent cities large and small – including America’s four largest cities, New York, Los Angeles, Chicago and Houston – and diverse communities nationwide. The U.S. Conference of Mayors, which represents more than 1,000 U.S. mayors, also unanimously passed a resolution this past June at its 85th Annual Meeting, urging all mayors to actively pursue the “10-minute walk” goal.

“I take personal pride in supporting the ‘10-minute-walk’ campaign,” said Mayor Vruwink. “Our involvement is an extension of ongoing local activities designed to encourage residents to explore our expansive acres of city parks and miles of trails – including the annual Kids to Parks Day event planned and organized by members of the Mayor’s Youth Council; the 1st Street North-Biron Drive road and trail reconstruction; and ongoing Downtown and Riverfront District revitalization and redevelopment projects.”

Studies show that high-quality parks provide a wide range of benefits to residents and cities:

- **Physical and mental health** – providing opportunities to be physically active and to interact with nature;
- **Economic** – boosting business and helping to revitalize neighborhoods;
- **Community-building** – providing opportunities for neighbors to interact with each other and work together to improve their surroundings; and
- **Environmental** – cleaning and cooling the air, and improving climate stability.

This campaign marks the start of a multi-year partnership with cities and mayors. Beginning in 2018, campaign partners The Trust for Public Land, the National Recreation and Park Association, and Urban Land Institute will work with select cities across the country on measurable policies and strategies to advance the 10-minute walk vision.

###

Cont. pg. 2

-Pg. 2 cont.-

About The Trust for Public Land

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come. Millions of people live near a Trust for Public Land park, garden, or natural area, and millions more visit these sites every year.

About the Urban Land Institute

The Urban Land Institute is a nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the institute has more than 40,000 members worldwide representing all aspects of land use and development disciplines.

About the National Recreation and Park Association

The National Recreation and Park Association is the leading non-profit dedicated to ensuring that all Americans have access to quality parks and recreation. Through its network of 60,000 recreation and park professionals and advocates, NRPA encourages the promotion of healthy and active lifestyles, conservation, and equitable access to parks.