



PRESS RELEASE

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The Hunt for Golden Shoes is on!

City of Anderson
City of Redding
City of Shasta Lake

SHASTA COUNTY, CA – Healthy Shasta is providing Shasta County residents a great excuse to hike a new trail or wander a farmers' market over the next few weeks. Not only is it good for your health and well-being, but you may find a Golden Shoe connected to a golden prize!

County of Shasta
First 5 Shasta
McConnell
Foundation

"The true value of golden shoes is to encourage families to explore the wonderful opportunities to be physically active and eat healthy in our community," said Amy Pendergast, spokesperson for the Healthy Shasta partnership. "Hunting for a golden shoe is a great excuse to finally hike that new trail, explore a playground, seek out local produce and have some fun!"

Mercy Medical
Center
Redding Rancheria
Shasta College

Healthy Shasta will be hiding 10 Golden Shoes in Shasta County between September 15 and October 4, each with a prize worth \$200 or more. The Golden Shoe scavenger hunt culminates with the Walk This Way at Turtle Bay event on Saturday, October 4. This free celebration, 9 am to 1 pm, features a fun walk, live entertainment, healthy cooking demos, kid's activities and more!

Shasta County
Office of Education
Shasta Family
YMCA

"We're very excited to sponsor a Golden Shoe by providing a 'sports scholarship' (valued at \$200) that the winner can use for swimming lessons, soccer registration or the physical activity of their choice," said Joel Smith of the Redding Active 20/30 Club. Also, the Redding Rancheria will sponsor a 'sports scholarship' shoe of equal value.

Simpson University
Turtle Bay
Exploration Park

Other prizes include a Fleet Feet Sports gift certificate, full-year YMCA Family Membership, bicycle from Mercy Medical Center Redding, "Curves" membership, Redding Aquatics Center season family pass and water fun package from City of Redding, Redding Certified Farmers' Market gift certificate from Simpson University, Organic produce deliveries donated by Slow Food, and a gift certificate to Sunset Market.

Golden Shoe Clues:

1. In a magic house, where willow makes the walls, peek inside the doors and make yourself real tall.
2. If it gets too "baummy" along the Pacific Crest, take a dip in crystal clear waters and gaze skyward to find a Golden Shoe near an eagle's nest.

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3. Gold flowers, gold food, Gold Shoes, you never know what you will find on a Saturday morning.
4. Reach for Saturn and you just might slide into a Golden Shoe.
5. Follow the map to find the gold. Bite into the fruit. You will be sold.
6. Land a 720 at a park down South.
7. Use your “energy” to explore a new trail starting near a famous Shasta landmark...before the second bridge.
8. Enjoy the terrific taste of Tuesdays with local farmers.
9. Take a walk between the river and “sunset,” cross many bridges and keep your eyes on the stumps.
10. Just off the boulevard, “engle” your way for a nutritious good time and center your attention around the greens.

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For Golden Shoe clues, prize details, up-to-date information about where shoes are being found, and Walk This Way event schedule, visit ww.healthyshasta.com. Healthy Shasta is a partnership dedicated to increasing physical activity and healthy eating among local residents.

Walk This Way at Turtle Bay to celebrate healthy, active kids!

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