



## Walking campaign steps up family fitness

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By Greg Chandler  
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ZEELAND -- With warmer weather finally looking like it has arrived to stay, Lisa Huyser said her family of six is planning on "less TV, more movement."

With four children ages 5 to 13, she plans to take advantage of the Golden Shoe Campaign, an Ottawa County program promoting fitness walking that launched Friday in Zeeland, Holland and Grand Haven. "We're shooting for two nights a week, at the very least," said Huyser, who walked with her 5-year-old daughter, Joey.

About 150 first- and second-grade New Groningen Elementary School students joined Mayor Les Hoogland and Zeeland East High School football coach Jay Riemersma, a former New Groningen student and NFL player, for the Zeeland walk. Hoogland wore gold spray-painted tennis shoes. "I sprayed my shoes just for this occasion," he said.

The Golden Shoe Campaign, coordinated by the Ottawa County Wellness Coalition, runs through Oct. 19.

The goal for the six months is to encourage people to improve their fitness by walking. Routes were set up in the downtown areas of Zeeland, Holland and Grand Haven, ranging from 1.3 to 1.8 miles.

"We want to make it fun for people, and give them an opportunity to get out and see the town," said Becky Young, an Ottawa County Health Department health education supervisor.

As part of the campaign, a gold-painted shoe is being hidden on each route every two weeks. Anyone finding the shoe wins a free pair of walking shoes. Individuals completing routes can enter to win a wellness basket, which includes items and gift certificates from local sponsors.



At the Holland event, 6-year-old Landon Roberts helped Holland Mayor Al McGeehan cut the ribbon for the 1.3-mile route. Later, Landon found the first golden shoe. "I know it's going to be a good night. And, I'm glad I'm gonna get a new pair of shoes," he said.

Marge Klein, a longtime Zeeland resident, believes the campaign is a great idea, particularly since it involves being outdoors. "It's nice to be outside and walk through the downtown. Zeeland has great sidewalks," she said.