



Fact Sheet

May 30, 2009 City Island

Walk Details

- The Highmark Walk for a Healthy Community will be held on Saturday, May 30, 2009 at City Island.
- Walk registration is at 7:45 a.m. The 5K walk begins at 9 a.m., and the one-mile walk begins at 9:15 a.m.
- There is no registration fee. However, walkers are encouraged to raise funds for an organization(s) of their choice.
- Walkers can register for the event by requesting a registration brochure from 866-620-WALK or by visiting www.walkforahealthycommunity.org.
- Highmark works closely with the City of Harrisburg's Department of Parks and Recreation to ensure the walk is safe for all individuals including those living with disabilities.
- After the walk, Highmark provides refreshments, health screenings, raffle drawings, games and live entertainment for the participants.

About the Walk

- The Highmark Walk for a Healthy Community is an annual fundraiser that benefits local, nonprofit health and human service agencies in central Pennsylvania.
- Highmark Blue Shield underwrites the cost of the walk and handles the logistical planning for the walk. Because of Highmark's commitment, 100 percent of the money raised by walkers goes to the participating organizations.
- The primary goal of the walk is to help participating organizations raise money for their individual missions. The secondary goal of the walk is to energize participants to have a greater hand in their own health. The Highmark Walk for a Healthy Community provides an outlet for active individuals to continue their exercise routines and provides motivation to encourage inactive individuals to become more physically active.

Walk History

- For years, Highmark has been asked by a variety of nonprofit groups to help fund their individual charity walks. Because numerous walks compete for attention and for fundraising dollars, Highmark decided to create and underwrite one walk that would allow participating organizations the opportunity to eliminate the expense of operating a walk, and to benefit from keeping 100 percent of the money raised from the event.
- Last year's walk hosted more than 1,300 walkers and raised more than \$136,000.

Participating Organizations

The proceeds generated from the Highmark Walk for a Healthy Community will directly benefit 27 local nonprofit organizations including:

- A Mission of Mercy
- Bethesda Mission
- Brethren Community Ministries
- Central Pennsylvania Coalition United to Fight Cancer (CATALYST)
- Community Check-Up Center (CCC) of South Harrisburg, Inc.
- Drug Free Pennsylvania
- Experience Works, Inc.
- Firm Foundation of PA
- Goodwill Keystone Area
- Habitat for Humanity of Greater Harrisburg Area
- Harrisburg Area YMCA
- Highmark Caring Foundation
- Hope Within Community Health Center
- Hospice of Central Pennsylvania
- Interfaith Shelter for Homeless Families
- Kidney Foundation of Central Pennsylvania
- Make-A-Wish Foundation®
- On Second Thought Peer Education Program—FHCCP, Inc.
- Pennsylvania Association for the Blind
- Pressley Ridge
- P.R.O.B.E.
- Ronald McDonald House Charities of Central Pennsylvania
- Shalom House
- South Central Pennsylvania Sickle Cell Council
- Susquehanna Service Dogs
- Tri-County Association for the Blind (TCAB)
- UCP Central Pennsylvania