

News Release

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FOR IMMEDIATE RELEASE

District Launches *Take the Stairs* Campaign to Promote Physical Activity

(Las Vegas, Nev., - January 25, 2005) - The Clark County Health District Office of Health Education and Promotion has launched a new *Take the Stairs* campaign to encourage people to improve their health and fitness by using stairways instead of elevators and escalators. As part of the campaign, signs encouraging stair use are being placed immediately adjacent to elevators at participating locations throughout the county. Each sign features one of the following key messages: "raise your fitness level one step at a time," "free fitness program," "no time for fitness today?," "step up to a healthier lifestyle" and "small steps make a big difference."

"Over time, small differences in exercise and eating habits can impact a person's ability to maintain his or her ideal weight," said Dr. Donald Kwalick, chief health officer for the district. "Even modest changes in physical activity, made repeatedly, can increase physical fitness and lower the risk of heart disease, high blood pressure, diabetes and other conditions," said Kwalick.

According to data from the U.S. Centers for Disease Control and Prevention (CDC), Behavioral Risk Factor Surveillance System, Clark County residents are becoming increasingly overweight and sedentary. In 1996, 48 percent of Clark County residents were considered overweight or obese. By 2002, that number had increased to 59 percent. Additionally, in 2001, 23 percent of Nevada adults reported engaging in absolutely no leisure time physical activity, while less than 50 percent of adults statewide reported only a moderate level of regular physical activity.

For additional information, please visit <http://www.gethealthyclarkcounty.org> or call the Department of Health Education and Promotion at (702) 759-1270.

(more)

**Take the Stairs Campaign
Selected Participating Locations**

University of Nevada, Las Vegas
School of Public Health
Rod Lee Bigelow Health Science Building
4505 Maryland Parkway
Las Vegas, NV 89154

University of Nevada, Reno
Cooperative Extension
2345 Red Rock Street
Las Vegas, NV 89146

City of Las Vegas
400 N. Stewart Ave
Las Vegas, NV 89101

Business Bank of Nevada
6085 West Twain Ave.
Las Vegas, NV 89103

Shadow Professional Center
400 Shadow Lane
Las Vegas, NV 89106

Silver State Bank
8901 West Sahara
Las Vegas, NV 89117

Silver State Bank
400 N. Green Valley Parkway
Henderson, NV 89074

Valley Bank
370 N. Stephanie St.
Henderson, NV 89014

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