

Corporate challenge issued for wellness event

Monday, September 11, 2006 9:45 AM CDT  
Special to the E-E

The Walk This Weigh community initiative to promote exercise and wellness is expecting hundreds of local individuals to participate on Saturday, spokespersons for the event said this week.

But there is another component to the event that will help attract participants — a corporate challenge.

When walkers, runners and cyclist register, they will have the opportunity to list their company name. The company with the most overall participants will be recognized.

One of the companies vying for the top corporate spot is ConocoPhillips.

“In the inaugural event last year we had about 70 employees, retirees or family members show up, and we were very happy with that turn-out,” said company organizer Bon Bennett.

“This year we would like to see more like 150-200 participate. We are trying to promote it heavily through our internal communications. We certainly challenge other companies in Bartlesville to get their employees involved as well.”

Bennett says physically fit employees have a positive impact on companies.

“Promoting employee wellness has become even more important for businesses today,” he said. “Companies recognize that there is a huge cost in terms of health care, productivity and absenteeism associated with employee obesity, high blood pressure, diabetes, cholesterol and stress.

“Events like Walk this Weigh are perfect for getting people motivated and then started on a moderate exercise program.”

There is an incentive for everyone in the community to come to the YMCA beginning at 8 a.m. to register, Bennett said. The event is free of charge and every participant will receive a Walk this Weigh T-shirt and pedometer. After the event, there will be prize drawings for hundreds of dollars in cash.