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FOR IMMEDIATE RELEASE

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GO GURNEE is Going Places!

(Gurnee, IL) Thursday, February 23, 2017- **GO GURNEE**, a 30 minute walking movement started by the Gurnee Park District in 2016, is now spreading to neighboring communities. Antioch and Waukegan have adopted the movement along with a county-wide movement by Lake County.

"We are excited to see the same **GO** logo attached to **GO** Waukegan, **GO** Antioch and **GO** Lake County. Gurnee Park District's vision for **GO GURNEE** movement was to positively impact the lives of everyone in the Gurnee community and then to expand it to other local communities and eventually take it to the state and national levels. We are pleased that in less than a year, the movement has already spread to three other communities," stated Susie Kuruvilla, Executive Director for Gurnee Park District. "The movement is simple. Make a commitment to walk at least 30 minutes each day. That's truly it."

GO GURNEE was created in response to U.S. Surgeon General, Dr. Vivek H. Murthy's, call to action at the National Recreation and Park Association [Conference](#) in September 2015. His challenge focused on the health benefits for people of all ages and stages of life walking at least 30 minutes each day.

Under the leadership of Jennifer Gilbert, Director of Marketing and Community Relations, a team of Gurnee Park District staff designed **GO GURNEE** from the ground up. As the name, logo and brand are very easily identifiable, other communities have found it easy to adopt the program by attaching their community name to the **GO** logo.

Jon Ashworth, Healthy Equity Coordinator with Lake County Health Department and Community Health Center explained, "As partners in Lake County wide community health improvement initiatives, we were very excited when we first heard about the **GO GURNEE** initiative. Then, after meeting together with Susie Kuruvilla and Jennifer Gilbert, we were even more excited. They expressed to us their vision for (Gurnee and the Gurnee Park District) helping to contribute to a larger cultural shift towards healthy and active living throughout Lake County. And that is what we want to see too! Since that time, Gurnee Park District has been extremely supportive of the expansion of the "**GO**" initiative throughout Lake County."

"...we hope by participating in these walking initiatives, everyone will improve their overall health, through the simple act of walking," added Sean Collins, Community Health Specialist with Lake County Health Department.

GO walking partner, Waukegan Park District, was one of the first to join the movement. Jay Lerner, CPRE, Superintendent of Recreation with Waukegan Park District stated, "Our goal is to attract individuals who do not walk or exercise to participate [in the movement] and educate them on the benefits of walking." Lerner added, "We were eager to jump on board with the **GO** Waukegan campaign because it fits perfectly with our initiative to improve people's lives through health and wellness activities."

"It is our shared vision to work together to make Lake County, Illinois the healthiest place to live, work and play," stated Ashworth.

The **GO** walking movement is truly going places. "With the support of these agencies, we can make a difference in our communities," stated Kuruvilla.

To learn more about **GO** GURNEE and the **GO** walking movement, visit www.GOGURNEE.com and www.Facebook.com/GOGURNEE.

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Photos:

- [Susie Kuruvilla at GO GURNEE Event](#)
- [GO GURNEE Family 1](#)~~Picture 1~~
- [GO GURNEE Family 2](#)~~Picture 2~~
- [Picture 3](#)