

FAIRLANE TOWN CENTER



FOR IMMEDIATE RELEASE

CONTACT: Michael Odom or Leslie Pardo
Marx Layne & Company
248-855-6777
modom@marxlayne.com

THIRD ANNUAL “BLUE CROSS BLUE SHIELD OF MICHIGAN KIDS ‘N KICKS SUMMER WALKING PROGRAM AT FAIRLANE TOWN CENTER,” JUN. 13 – AUG. 19

Free walking program open to entire community

DEARBORN, Mich., June 8, 2011 – Kids and their families are encouraged to stay active rain or shine this summer during the third annual **Blue Cross Blue Shield of Michigan Kids ‘N Kicks Summer Walking Program at Fairlane Town Center**. The Blue Cross Blue Shield of Michigan-sponsored program is open to area families, is FREE of charge and begins June 13. The program runs through August 19, 2011. More than 100 children and their families tracked their summer walking at Fairlane Town Center in the program’s first year. That total climbed in 2010 to more than 250 families.

Participants can register at the Customer Service desk, where they will receive a start-up membership kit to keep track of how far they walk during the summer. The membership kit includes a walking log, Fairlane Town Center map, walking route calculations, and a neck tote and pencil that participants are encouraged to bring with them each time they visit.

Last summer, Brandon Miller (age 11) of Detroit, was the top walker for the program covering more than 250 miles during his 137 visits. This was the equivalent of ten marathons, walking the first three stages of the Tour de France or the distance from Dearborn to Cincinnati, OH. The combined total of all 2010 participants came to nearly 2,000 miles, or the distance from Dearborn to Phoenix, AZ.

“We are glad to be sponsors of Kids ‘N Kicks again this year and help kids and their family members engage in physical activity during the summer months,” said Bridget G. Hurd, Director, Community Responsibility, Blue Cross Blue Shield of Michigan. “What better place to help our youth learn the value and benefit of regular walking as part of a healthy lifestyle. It’s a place they love to visit and a safe environment to encourage regular physical activity.”

At the end of each Kids ‘N Kicks visit, participants record the distance walked in their logbooks and take it to the Customer Service desk for a completion stamp. Participants will receive a special treat each visit and a milestone prize for every five Kids ‘N Kicks visits.

“We’re excited to have the Blue Cross Blue Shield of Michigan Kids ‘N Kicks Summer Walking Program at Fairlane Town Center return for another year,” said Fairlane Town Center General Manager, Catherine O’Malley. “With a strong turn out during its first year, and more than 250

children and their families participating last year, the program continues to grow in popularity throughout our community. Every child who takes part in Kids ‘N Kicks will get to enjoy the benefits of a healthy lifestyle, and have some fun while they’re at it.”

Blue Cross Blue Shield of Michigan Kids ‘N Kicks Summer Walking Program at Fairlane Town Center includes four special Saturday Weekend Wake-Up events in conjunction with the program. They are:

- **June 25 from 11 a.m. – 12 p.m. at Center Court:** Walkers will be joined by an Oakwood Health System guest speaker. The speaker will discuss eating habits for optimal health and tips for shopping for a nutritional diet on a budget.
- **July 9 from 11 a.m. – 12 p.m. at Bravo! Cucina Italiana:** A Bravo! Chef of the Day will teach the walkers how to prepare a simple, healthy meal. All program participants will receive a FREE healthy lunch.
- **July 23 from 12 – 3 p.m. at Fountain Court:** The Detroit Historical Society will be celebrating the 310th anniversary of Detroit. In recognition, Detroit Historical Society volunteers will be on hand in period clothing, and will host games for the children.
- **August 6 from 11 a.m. – 12 p.m. at Center Court:** Blue Cross Blue Shield of Michigan will provide a health coach to discuss healthy food options and the benefits of an active lifestyle.

The Kids ‘N Kicks summer program will conclude August 19, with a recognition ceremony for all participants, including lunch, awards and special prizes.

Blue Cross Blue Shield of Michigan Kids ‘N Kicks Summer Walking Program at Fairlane Town Center participants can walk with their family at the center located at 18900 Michigan Ave. in Dearborn, during the following hours: Monday - Saturday, 10 a.m. to 8 p.m., and Sunday, 11 a.m. to 5 p.m.

About Blue Cross Blue Shield of Michigan

Blue Cross Blue Shield of Michigan, a nonprofit organization, provides and administers health benefits to 4.4 million members residing in Michigan in addition to members of Michigan-headquartered groups who reside outside the state. Blue Cross Blue Shield of Michigan is a nonprofit corporation and independent licensee of the Blue Cross Blue Shield Association. For more company information, visit www.bcbsm.com.

About Fairlane Town Center

Fairlane Town Center, located just west of Southfield Freeway and north of Michigan Avenue in Dearborn, features more than 160 stores, shops and specialty services including Macy’s, JCPenney, Sears, the Lifestyle Café Food Court, Bally Total Fitness, a 21-screen Star Theatre featuring digital sound and stadium seating and Michigan’s largest H&M. Fairlane’s restaurant plaza features P.F. Chang’s China Bistro and Bravo! Cucina Italiana, and offers valet parking and courtyard seating. Shopping hours are 10 a.m. to 9 p.m. Monday through Saturday, 11 a.m. to 6 p.m. Sunday. For more information, please call (313) 593-3330 or visit www.shopfairlane.com.

###