FOR IMMEDIATE RELEASE

Wilco Wellness Alliance Promotes a Healthy Commute with Georgetown’s Bike to Work Day

Cycling Commuters hit the streets today for the WilCo Wellness Alliance’s Bike to Work Day for Georgetown and surrounding communities. Bike to Work Day is an annual national event held across the United States and Canada to promote the bicycle as a “Green” commuting alternative. The WilCo Wellness Alliance (WWA), a countywide coalition of local governments, residents, community organizations, schools, healthcare systems, and work sites, hosted two Bike to Work registration sites for commuters, including the Williamson County Courthouse and a second location, for cyclists west of IH-35, at the intersection of River Bend Drive and Dawn Drive. The registration sites provided refreshments, bike inspections, and prize giveaways.

Bike to Work participants registered and filled out a short survey to estimate the distance they cycled to work, the number of bicycle safety measures installed in the roadways, and the level of access to bike routes and parking. WilCo Wellness Alliance Coordinator Melissa Cammack says, “The survey results will show us how to conduct a countywide complete streets assessment to promote safety and awareness of bicycling as a physical activity.” Promoting the wellness of Williamson County citizens through physical activity is part of the mission of the WilCo Wellness Alliance and the Transforming Texas: Healthy People in Healthy Communities initiative.

Earlier this year, the Williamson County and Cities Health District (WCCHD), on behalf of the WilCo Wellness Alliance, received a $500,000 grant from Transforming Texas: Healthy People in Healthy Communities to improve the health and safety of communities by increasing access to care, integrating community prevention services and clinical services, and eliminating health disparities. Communities awarded the grant are required to address three strategic directions, which are aligned with Healthy People 2020: 1) tobacco free living, 2) active living and healthy eating, and 3) high impact, evidence-based clinical and other preventive services, specifically prevention and control of high blood pressure and high cholesterol.

The WilCo Wellness Alliance was formed in 2009 when the County was designated as an Action Community for Health, Innovation, and Environmental Change (ACHIEVE) by the National Association of Chronic Disease Directors. The County has received other positive distinctions for its health including: Healthiest county in Texas in 2010 and 2011 by the County Health Rankings, as well as Silver recognition for Georgetown from the 2011 Heart and Stroke Healthy City Recognition Program.