



Media Contact:
Timothy J. Cook
(585) 546-8280, ext. 234
tcook@compeer.org
or
(585) 426-5889
tim@cook-communications.com

Compeer Rochester Taking Steps Toward Better Health, With Participation in Statewide Fitness Competition

Sept. 5 event at Genesee Waterways Center to kick off month-long competition

ROCHESTER, N.Y., Sept. 1, 2006 — Compeer Rochester will kick off a month-long competition on Sept. 5 to raise awareness of the link between physical fitness and mental health — and to help boost the health of the adults and children it serves.

Compeer's Health and Friendship Walk, held throughout the month of September, will emphasize the importance of good health through exercise. During the month, participants will keep track of the number of miles they walk each day. Compeer will start the competition on Tuesday, Sept. 5 from 6 to 7:30 p.m. at the Genesee Waterways Center.

At the kick-off event, participants will receive a pedometer donated by Preferred Care, a step converter and a trek recorder to keep track of how far they walk during the month.

“There is no question that regular exercise and physical fitness play a critical role in a person's mental health,” said Dana Frame, executive director, Compeer Rochester. “Throughout September, Compeer is focusing attention on the importance of good health through exercise, here in Rochester and across the state. We are especially grateful to Preferred Care for helping make this competition possible.”

Compeer's Health and Friendship Walk is a friendly competition among all Compeer chapters in New York state. The total number of miles walked in Rochester will be compared to totals from Compeer locations across the state, with the winner receiving special recognition. Compeer's New York State Coalition is currently composed of 22 Compeer chapters, including Rochester.

About Compeer Rochester

Established in 1973, Compeer Rochester (www.rochester.compeer.org) is an innovative, non-profit organization that cultivates supportive friendships and mentoring between volunteers and individuals in mental-health treatment – and promotes mental wellness in the community. Compeer volunteer friendships, which serve as a supplement to therapy, have a direct impact by building people's self-esteem, self-confidence and independence of children and adults in mental-health care or with emotional challenges.

Compeer Rochester is part of Compeer Inc., a network of more than 80 chapters in the U.S., Canada and Australia. The American Psychological Association (APA) recognizes Compeer as a best-practices model.

#

(Note: the Genesee Waterways Center is located in Genesee Valley Park, 149 Elmwood Avenue, on the river, behind the ice-skating rink)