



Walkingspree Is Taking a Stand to Overcome the Obesity Crisis

Companies turn to walking programs to help keep employees healthy and productive.

San Antonio, TX, Sept. 25, 2012 – In response to recent news about skyrocketing obesity rates, Walkingspree –who delivers a technology-driven prevention-focused walking program– says their clients are achieving tremendous success with their employee walking program as an effective tool to helping stamp out obesity in the workplace.

According to *F as in Fat: How Obesity Threatens America's Future 2012*, a report released by Trust for America's Health and the Robert Wood Johnson Foundation - the number of obese adults are on course to increase dramatically in every state in the country over the next 20 years and by the year 2030 all 50 states will have an obesity rate of **44 percent or more**.

And as the rate of obesity rises so will the rate of obesity-related diseases and the associated health care costs. More and more companies and health insurers are turning to Walkingspree to implement a corporate walking program to attack this problem head on. An unhealthy workplace population means low productivity, employee retention issues, and higher costs.

Walkingspree's employee-focused wellness program offers integrated options and dynamic tracking opportunities.

"The benefits of physical activity through walking have numerous benefits to an individual's health," said Hiran Perera, CEO of Walkingspree. "An extra 30 to 60 minutes a day of walking has been shown to reduce the risk of type 2 diabetes, lower blood pressure, increase cardiovascular health, even help relieve stress. Walkingspree helps our clients create customized targets to meet the needs of their unique employee population."

"At Walkingspree, our clients receive measurable results and engage participants in a feature rich community through customized online wellness portals and programs," said Perera. "Our program – based on a USB pedometer to track validated steps, an active social media network, and interactive food and body trackers –delivers high participation rates along with consistent year-over-year member retention."

To learn more about Walkingspree's options for fighting obesity at every level, please visit <http://www.walkingspree.com>.

ABOUT WALKINGSPREE

Walkingspree is a specialized wellness provider whose expertise is to deliver a technology-driven prevention focused activity program for health insurers, wellness industry partners and corporate clients. Through customized online wellness portals and programs, clients receive measurable results and engage participants in a feature rich community. The company's corporate wellness program –

based on a computer connected pedometer to track validated steps, interactive food and body trackers, an active social network, and gamification techniques – typically delivers more than 50 percent employee participation and year-over-year member retention. Results are healthier employees and a positive return on investment for clients. Walkingspree programs have been implemented in major health insurers, insurance brokers, Fortune 500 companies, and small to medium businesses. For more information, visit www.walkingspree.com.

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