



FOR IMMEDIATE RELEASE

Waterford chosen to pilot seven week community walking and cycling challenge

Thousands of people are expected to take to the streets of Waterford city, Kilmacthomas and Dungarvan this Autumn as schools, community groups and businesses compete against each other as part of a giant walking and cycling challenge.

Running from 13th September to 1st November, **Beat the Street** is a free, fun challenge which will turn all three areas into a community-based game where those who take part are rewarded with points and prizes for exploring their local area on foot or bicycle.

Close to 80 special sensors called 'Beat Boxes' will appear across the city and county over the coming weeks. Players can pick up their own Beat the Street card and map at local distribution points and start swiping as many Beat Boxes as possible to receive points, win prizes, and get more active!

Schools across Waterford city, Kilmacthomas and Dungarvan will be competing against each other to see who can travel the furthest and win hundreds of euros worth of prizes. Adult players can also create their own teams or register to join an existing team to be in with a chance to win big prizes which will be announced shortly.

Beat the Street is run by Intelligent Health UK with support from Waterford Sports Partnership and is funded by Sport Ireland, Healthy Ireland, Dormant Accounts Fund and Waterford City & County Council. The aim of the initiative is to encourage thousands of people to explore Waterford city and county with their friends and family and discover something new about their local area.

More than 300,000 people took part in Beat the Street in 2016 in towns and cities across the UK. Waterford City, Kilmacthomas and Dungarvan are the first of several areas – along with Dublin and Limerick – to be launching Beat the Street in Ireland. The pilot is the first of its kind in Waterford and it is a unique opportunity for those in the community to take part in this free programme by getting active in a fun and rewarding way.

Rosarie Kealy, Sports Coordinator at Waterford Sports Partnership said: "We are incredibly excited to be bringing Beat the Street to Waterford city, Kilmacthomas and Dungarvan and are really looking forward to seeing how everyone rises to the challenge of walking, cycling, running or scooting during the seven week game.

"Anyone can get involved in Beat the Street – it's completely free to play and is a great opportunity to go outdoors, spend time with your friends and family and get moving. Watch out for Beat Boxes appearing on a street near you!"

Information is available on www.beatthestreet.me/waterford about where you can pick up a card, how to register and the map with the beat box locations for your area.

Follow @BTWaterford on Twitter or 'Beat the Street Waterford' on Facebook and visit beatthestreet.me/waterford for more information on prizes and how to get involved.



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For all media enquiries, please contact Niall Norbury on niall.norbury@intelligenthealth.co.uk

For more information about Beat the Street Waterford 2017 or to register your interest in taking part, contact Eimear Cusack, Beat the Street Waterford Engagement Manager, at eimear.cusack@intelligenthealth.co.uk