



SHED THOSE EXTRA CHRISTMAS POUNDS WITH WALK LONDON'S WINTER WANDERS.

Following the success of Walk London's previous free led walks across the city, the project funded by Transport for London (TfL) continues with a 'Winter Wanders' weekend on Saturday 30th and Sunday 31st January 2010.

It's a great way to kick right back into shape after the festive excess. Shed those dreaded extra pounds of turkey and mince pies, with the newest event organised by Walk London.

The Winter Wanders will consist of over 30 walks along London's seven key walking routes - the London LOOP, Capital Ring, Jubilee Walkway and Jubilee Greenway, Thames Path, Lee Valley Walk and the South East Green Chain. The planned routes encompass a variety of the Capital's great places, tourist attractions and various points of natural beauty. Both start and end points of all walks are within close proximity to public transport, to ensure easy access. All walks are guided, providing an informed experience, and the chance to meet fellow walkers.

The initiative aims to encourage more walking throughout the city, to make London one of the most walk-friendly cities in Europe by 2012. Walking is not only a cheap, reliable and readily available form of effective exercise; it can be easily incorporated into a daily routine. Walking also contributes to the reduction of London's carbon footprint. After the festivities of Christmas and well intended New Year's resolutions, Walk London's Winter Wanders are the perfect opportunity to initiate a fitness regime in 2010 by experiencing one of the many sections of London's 350 mile long Strategic Walk Network.

As London is the proud host of the 2012 Games, it is hoped that Walk London's Winter Wanders (and the May and September seasonal walking weekends) will provoke excitement in the lead up to the Olympic Games and encourage Londoners to be more aware about fitness and exercise.

Peter McBride, Head of Cycling, Walking and Accessibility at TfL:

"This weekend is designed to inspire people to get out and discover the joy of walking in London - from its riverside paths and green spaces to its world-famous sights and attractions. Once the weekend is over we hope even more people will realise that walking is a quick, healthy and enjoyable way to get around the Capital, whether for trips to work, the shops, school or leisure."

Jim Walker, Chair of Walk London:

"London is a fantastic city to explore by foot, with many hidden gems just waiting to be found. Not only is walking cost and carbon free, it is proven to reduce stress, and improve your physical health whatever your level of fitness. The walks are perfect to discover what's on your doorstep, culturally, historically and environmentally, and what's more, they're completely free."

Celebrity fan Griff Rees Jones commented:

I am happy to urge anyone to get out and walk London. Despite its enormous and overbearing size London is still a great walking city. If you love this city you should walk all over it and what better way to do it with Walk London's free walking tours'

-Ends-

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Notes to Editors

1. Walk London is a cross-borough partnership led by the City of London and managed on its behalf by Walk England, funded by Transport for London. It works in partnership with all the London boroughs to make walking enjoyable with the provision of a network of quality routes throughout the Capital (Strategic Walk Network) embracing 350 miles/580 km.

2. The Strategic Walk Network is made up of seven long distance routes laid out walkable sections:

London Loop (24 sections in total 150 miles)

Capital Ring (15 sections in total 75 miles), Lea Valley (4 sections in total 13 miles), Thames Path (4 sections in total 67 miles), SE Green Chain (10 sections in total 40 miles), Jubilee Walk (3 sections in total 15 miles) Jubilee Greenway (10 sections in total 35 miles)

3. Each route has sectional free colour leaflets, available to download from www.walklondon.org.uk, or by emailing info@walklondon.org.uk or calling 0870 240 6094. They are also available on audio, to download on mP3 or mobile phones.
4. Currently only 29% of Londoners are physically active (30 minutes exercise 3 or more times a week).
5. Almost 7 million walking journeys are taken in London every day.