
Mid-America Regional Council

600 Broadway, Suite 300
Kansas City, MO 64105-1554
Phone 816/474-4240; Fax 816/421-7758



News Release

FOR IMMEDIATE RELEASE: July 29, 2003

CONTACT: Andy Graham, Public Affairs Specialist; or Jody Ladd Craig, Public Affairs Manger, 816/474-4240.

MARC campaign seeks *Favorite Places* to bike and walk in KC region

The Mid-America Regional Council (MARC) has launched *Favorite Places*, a new initiative which asks citizens to nominate their *Favorite Places* to bike and walk in the Kansas City region. The initiative is part of MARC's *Explore KC* campaign.

Citizens can nominate up to 10 of their *Favorite Places* by visiting www.marc.org/faveplaces, e-mailing places@marc.org, or calling Andy Graham at 816/474-4240. MARC also encourages citizens to report *why* they enjoy the places they nominate. Is there a specific memory associated with this place? Does it possess features that other places in the region do not? By nominating *Favorite Places*, participants will help others in the region learn of great new places to bike or walk. Once the nominations are received, a report will be published online, in a media report and in *Explore KC* publications, including a regional trails map and a safety handbook for bicyclists and pedestrians. Nominations will be accepted until **August 15, 2003**.

Explore KC is MARC's campaign to promote the exploration of the Kansas City region by foot or bicycle while trying to increase the number of citizens that bike or walk to work, school and other destinations, and for exercise. Through *Explore KC*, MARC seeks to increase public awareness of bicycle and pedestrian facilities in the Kansas City region and the health benefits associated with safe walking and bicycling practices. The campaign also aims to improve air quality and lessen traffic congestion. *Explore KC* plans to achieve these goals through public education, sponsored events, safety workshops, and through partnerships with community organizations like Kansas City Corporate Challenge (KCCC).

To learn more, visit www.marc.org/faveplaces, contact Andy Graham at 816/474-4240, or e-mail places@marc.org.

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