

Press Release

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JACKSON, MS, DECEMBER 12, 2005: Starting January 1st, the miles you walk, run, jog, swim or bike can take you on a virtual trip around the world.

Conscious Living Project along with local individual and business sponsors are organizing a distribution of pedometers to help participants keep track of their miles. Participants sign up for free by completing a form on the EarthWalk website at www.computercoop.com/earthwalk.htm

Luke Lundemo, a project coordinator, said "We want to promote exercise as a key component to good health." "We want to make exercise fun and to promote the creation of supportive communities around exercise."

Starting January 1st all participants will regularly record and report their miles by email. The miles are totaled up and progress is recorded on a virtual route around the world. Participants get fun travelogue emails every couple days with pictures and stories of virtual events along the way. Anyone can join the event even after January 1st.

There will be a Losers Are Winners Trophy for whoever loses the most weight during the walk.

Already people are beginning to sign up for the walk.

Last year 338 people participated in the 2005 EarthWalk. Over 25,000 miles were logged and participants lost over 190 pounds. Although most participants are from the local area, last year walkers also joining in from at least 15 other states as well as Japan and England. Project organizers hope that as many as 600 people will eventually participate in this year's EarthWalk.

The first virtual walk was held in February, 2005 when organizers put together a Journey to Health (Arkansas) hoping participants could add up their miles to get to the small northern Ozark community of Health by the end of the month. When the idea became contagious, the goal had to be extended to Freedom, Oklahoma, then Pikes Peak, Colorado and finally, Climax, Canada! A journey of over 2,000 miles in one month.

Pedometers can be purchased from any local sporting goods department, or from a participating EarthWalk sponsor. Early sponsors include Rainbow Natural Grocery and Computer Co-op. Find out more or sign up at the project website:

<http://www.computercoop.com/earthwalk.htm>