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### \*\*\*Media Video/Photo Opportunity\*\*\*

## Tampa Attempts to Outrun Jacksonville

**WHAT:** The [Tampa Metropolitan Area YMCA](#) invites the Tampa Bay community to join its efforts to outrun the Northeast Florida community on Treadmill Tuesday. This **free** event is open to members and nonmembers.

**WHEN:** Tuesday, Feb. 9<sup>th</sup>, 7:00 a.m. – 7:00 p.m.

**WHERE:** Community members are invited to participate for free by completing a 30-minute treadmill workout at a [Tampa YMCA branch](#) or via social media using [#TreadmillTuesday](#) and tagging [@TampaYMCA](#)

**WHY:** The Tampa YMCA is competing against the First Coast YMCA on Treadmill Tuesday for the greatest distance traveled on a treadmill. The friendly competition encourages healthy living among community members in the Tampa Bay and Northeast Florida communities.

"It is no coincidence Treadmill Tuesday takes place during American Heart Month," says Tampa Y President & CEO Tom Looby. "Treadmill Tuesday brings the community together, encouraging one another to improve their heart health."

YMCA CEOs Tom Looby and Eric Mann have agreed to a friendly wager for Treadmill Tuesday. Upon completion of the 12-hour challenge, the losing association CEO will wear the winning city's NFL team jersey for social media interaction. Additionally, the team with less total mileage will send the other association a gift basket of hometown favorites including fresh produce from local Y's respective garden initiative.

[At Tampa Y facilities](#), staff will record the distance each participant walks, jogs or runs on a treadmill for 30 minutes. To join from other locations via Twitter or Facebook, participants should upload a post-workout photo of a treadmill dashboard displaying the total distance, using [#TreadmillTuesday](#) and tagging [@TampaYMCA](#).

This is the second year the First Coast YMCA will rally the community for Treadmill Tuesday. In 2015, more than 1,700 First Coast residents logged nearly 4,000 miles during the free event. "Our friends in Jacksonville may have a Treadmill Tuesday event under their belt, but our community is excited and ready for this year's competition," says Tampa Mayor Bob Buckhorn. "We're a city focused on the health of our community and we look forward to celebrating that strength on Treadmill Tuesday."

Throughout the day-long event, Tampa YMCA branches will offer free giveaways courtesy of Precor. Additionally, the top mileage earners at each branch will win a free Fitbit.

**MEDIA**

**CONTACT:**

Lalita Llerena

Communications Director

813.224.9622 ext. 1240

813.545.7772 (cell)

[Lalita.Llerena@tampaymca.org](mailto:Lalita.Llerena@tampaymca.org)