



Park Farther, Get Active, And Win A Prize With Innovative Utah Rewards Program

Win prizes for parking farther away from stores and buildings

SALT LAKE CITY, UTAH, USA, May 5, 2015 /EINPresswire.com/ -- Regular physical activity provides more energy, stronger muscles, less stress, and burns calories. Even small changes like walking more can have a positive impact. And now there are more reasons to become physically active—you might win prizes.

[Intermountain Healthcare](#) has partnered with Utah businesses for a statewide program, which is part of the ongoing LiVe Well public service campaign. [Intermountain's LiVe Well](#) public service campaign encourages healthy eating and an active lifestyle. More than 23 percent of adults and children in Utah are overweight or obese, contributing to poor health and decreased quality of life.

The innovative program called “Park Farther” encourages people to take a few more steps and provides rewards for being more active. Select parking stalls in about 60 large parking lots of businesses and government agencies have been painted for the program. The remote spaces have been painted with the message, “Park here to walk farther and be healthier,” which is underscored by a LiVe Well logo.

Participants who choose to “Park Farther” can win gift cards, grocery store gift certificates for fruits and vegetables, and other fun and interesting prizes. Winners are selected by prize patrols that randomly stake-out “Park Farther” locations. To increase your chances of being a winner, simply make it a habit to “Park Farther” in designated parking stalls throughout Utah and see the benefits of increased physical activity. A complete list of locations for the LiVe Well parking stalls can be found at intermountainlivewell.org.

Organizations involved in the program include Salt Lake County, West Valley City, Clearfield City, Payson City, Harmon's, Day's Market, Dan's Market, Fresh Market, Sportsman's Warehouse, SelectHealth, and Intermountain Healthcare hospitals and select clinics. Businesses interested in joining the effort toward a healthier Utah are invited to participate and can sign up for the “Park Farther” project online at intermountainlivewell.org.

Intermountain Healthcare is a Utah-based, not-for-profit system of 22 hospitals, 185 clinics, a Medical Group with some 1,300 employed physicians, a health plans division called SelectHealth, and other health services. Helping people live the healthiest lives possible, Intermountain is widely recognized as a leader in transforming healthcare through high quality and sustainable costs. For more information about Intermountain, visit intermountainhealthcare.org, read our blogs at intermountainhealthcare.org/blogs, connect with us on Twitter at twitter.com/intermountain and on Facebook at facebook.com/intermountain.

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