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100 Missouri Miles Challenge

SEPTEMBER 26TH 2013 BY UNKNOWN

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More than 10,000 Missourians take Governor's 100 Missouri Miles Challenge Governor and First Lady continue to log miles, encourage Missourians to help outdoor fitness initiative reach 1 million miles before the end of the year.

Jefferson City, Missouri – The number of Missourians who have taken the Governor's 100 Missouri Miles Challenge passed the 10,000 mark on Wednesday, and Gov. Jay Nixon and First Lady Georganne Nixon are encouraging them to continue logging miles in order to reach the goal of 1 million miles this year.

Launched to promote Missouri's distinction as the 2013 Best Trails State in America, the outdoor fitness initiative challenges Missourians to complete 100 miles of outdoor physical activity by the end of the year. Since the official launch on June 1, participants have completed more than 745,000 miles, including 288 miles by the Governor and 289 miles by the First Lady.

"The response to this initiative has been overwhelming, with more than 10,000 Missourians signing up to take the Challenge in the first few months alone," Gov.

Nixon said. “The First Lady and I are proud to celebrate this milestone with thousands of Missourians in every corner of the Show-Me State.

“Reaching our goal of 10,000 participants would not have been possible without the hundreds of families, businesses, and organizations all over the state that have embraced this initiative as a way to improve their health and take part in Missouri’s outdoor heritage,” the Governor said. “With thousands of miles of outstanding trails to enjoy, I encourage Missourians to keep logging their miles online at MO.gov to help us reach our 1 million mile goal later this year.”

Missouri was recently named the “Best Trails State” by American Trails, a national, nonprofit organization dedicated to promoting our nation’s hiking, biking and riding trails. The award recognized efforts by federal, state and local agencies as well as private organizations to expand and improve Missouri’s comprehensive recreational trail system, which offers trails for a wide range of interests and abilities, including hikers, backpackers, cyclists, paddlers and equestrians.

Nearly 200 organizations – including schools, cross country teams and fitness clubs – have signed up to take the Challenge as a group, while almost 30 Missouri businesses have implemented the initiative into office wellness programs to promote overall health and physical activity among employees.

Missouri State Parks is also a top-four finalist for the 2013 National Gold Medal Awards. The Gold Medal Awards program honors communities that demonstrate excellence in parks and recreation through long-range planning and program development. This recognition is a reflection of the state's dedication to protecting and preserving Missouri's natural resources.

The Governor’s 100 Missouri Miles Challenge is a partnership with the Missouri State Parks, the Missouri Department of Health and Senior Services, the Missouri Department of Conservation, the Missouri Division of Tourism and the Office of Administration.

For more information and to take the Challenge, visit MO.gov. Participants can also share adventures, post photos and learn about upcoming events by connecting with 100 Missouri Miles on [Facebook](https://www.facebook.com/100MissouriMiles) and [Twitter](https://twitter.com/100MissouriMiles) using #100MoMiles.

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