



**FOR IMMEDIATE RELEASE**

## **The Million Step March Stops at Structure House to Inspire People to Get Moving**

*The 600-mile march will stop in Durham on Thursday, May 1 at 1:00 p.m.*

**DURHAM, N.C. (May 1, 2008)** — The statewide Million Step March™ (MSM) will make a scheduled stop at Structure House® today at 1:00 p.m. The public is invited to participate in a presentation about simple ways to live a healthy lifestyle and join a 2.8-mile walk around the beautiful Duke walking trail. Structure House is a residential weight loss facility known for its behavioral approach to long-term weight loss.

“We are very excited to host this event for the Million Step March,” said Dr. Gerard J. Musante, Structure House founder and director. “Regular exercise, like walking, is an ideal way to improve your health and lose weight. We encourage our participants to walk every day and look forward to the opportunity to inspire more to get involved locally.”

The MSM is a 600-mile statewide wellness initiative to promote the benefits of physical activity. Launched by Blue Cross and Blue Shield of North Carolina (BCBSNC), the program is designed to show that anyone can live a healthier lifestyle by taking simple steps like walking regularly. Participants are walking from Asheville to Wilmington and can be tracked on an interactive Web site along the way. The 10-week campaign began in Asheville on April 1 and ends in Wilmington in mid-June.

The MSM is being led by Kathy Higgins, BCBSNC’s vice president of community relations, and MSM spokesman Gary Marino, a nationally recognized walking enthusiast and advocate. Marino lost more than 150 pounds over three years, largely by traveling on foot from Florida to Boston to raise awareness about obesity.

Join in the March. Visit [www.BetterHealthNC.com](http://www.BetterHealthNC.com) for tips on how to make physical activity part of your routine and to share your story with North Carolinians who want to improve their overall health.

### **About Million Step March**

Blue Cross and Blue Shield of North Carolina is stepping up its commitment to physical activity with its Million Step March. This new statewide wellness initiative focuses on promoting the benefits of simple, yet effective forms of physical activity like walking. The March begins in Asheville and ends in Wilmington. It also includes an interactive web site that provides North Carolinians with opportunities to join the March online, and shows them how to make good health a habit, one step at a time.™ Mark owned by Blue Cross and Blue Shield of North Carolina. To step it up, visit [www.BetterHealthNC.com](http://www.BetterHealthNC.com). Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association.

### **About Structure House**

Structure House®, a residential weight loss facility in Durham, N.C., offers a unique, behavioral approach to weight loss and healthy lifestyle change. The facility, which celebrated its 30<sup>th</sup> anniversary in March 2007, integrates principles of nutrition and exercise with psychology in a treatment approach designed to transform the eating habits and lifestyles of overweight individuals. Since 1977, Structure House has helped more than 30,000 people from all 50 states and 35 nations battling obesity. The name Structure House underscores the critical role structure plays in achieving long-term weight loss.

Gerard J. Musante, Ph.D., one of the nation’s leading experts on obesity and weight loss, is the founder and director of Structure House. A renowned clinical psychologist, Dr. Musante was the first person to

adapt the principles of behavior modification to the eating habits of significantly overweight people and food abusers. Dr. Musante is the author of The Structure House Weight Loss Plan. For more information, visit [www.structurehouse.com](http://www.structurehouse.com).

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