



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Novi: A Three-Time Gold Medal Winner!

City is recognized by Governor's Council on Physical Fitness

Novi, Michigan, January 26, 2010 – The City of Novi was recognized on January 25, 2010 by the Governor's Council on Physical Fitness with a gold level award through the Promoting Active Communities (PAC) program for the third year in a row. By using the online PAC assessment to evaluate local policies, programs, and built environment, the City of Novi has demonstrated outstanding achievements in making it easy for individuals to integrate physical activity into daily routines. Novi is being recognized for using innovative strategies to incorporate active living concepts into community design, which is helping to design for prosperity and create a high quality of life for Michigan residents. Novi was one of only four communities in Michigan to receive the distinction.

Since winning a silver level award in 2006, the City of Novi has carried the momentum forward to receive gold level awards in 2007, 2008 and 2009. Community leaders and citizen-advocates have been using policies and infrastructure to design for physical activity, thus warranting gold level recognition for their efforts again this year. Within the past three years, Novi has become a more pedestrian-friendly and bicycle-oriented community due in part to the implementation of a pathway and sidewalk prioritization and analysis process. Using this process, the Community Development Planning Staff and Walkable Novi committee have worked to provide a ranking of sidewalks. Novi also uses this prioritization procedure to annually evaluate and schedule construction and the construction of the non-motorized transportation system. This has helped to increase interconnectivity of neighborhoods, parks, and destination areas and since May of 2009, another 1,800 feet has been added to the over 250 miles of bicycle and pedestrian pathways. In addition to pathway expansion and improvement projects, Novi also has added several healthy, active recreation programs for all ages that promote fitness as part of daily routines. All these efforts are

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helping to make active living the way of life in Novi.

Mayor David B. Landry accepted the award from Joan Lowenstein, Governor's Council on Physical Fitness Board Member, on behalf of the City of Novi. "It is an honor to be recognized by the Governor's Council on Physical Fitness for the work we do every day to enhance the quality of life of community members," commented Landry. "From constructing new bike paths to adding new programs for seniors to encouraging citizen engagement in youth, everything we do is about providing the best possible living and working environment for residents and business members."

The PAC assessment tool was developed in partnership with the Michigan Department of Community Health, Michigan State University, the Prevention Research Center of Michigan, and the Governor's Council on Physical Fitness. The Governor's Council on Physical Fitness, Health and Sports coordinates the Promoting Active Communities program and encourages all communities to begin working towards becoming an active Michigan community. The Governor's Council on Physical Fitness envisions a physically educated population with the knowledge and skills to enjoy a healthy, vigorous, and safe lifestyle in communities designed to support physical activity

For more information on the City of Novi, visit cityofnovi.org.

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