

BikeWalk Virginia News

PO Box 203, Williamsburg, Virginia 23187-0203
Phone 757-229-0507, Fax 757-259-2372
www.bikewalkvirginia.org, info@bikewalkvirginia.org

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Media Inquiries:

Sara Lewis
Communications Director
BikeWalk Virginia
PO Box 203
Williamsburg, VA 23185
slewis@bikewalkvirginia.org
757-229-0507
757-784-0344

Activate Martinsville-Henry County Names Program Director

Jeannie Frisco formerly active in tourism, trails with Patrick County

November 29, 2007 Williamsburg, VA - Jeannie Frisco has been named Program Manger of the Activate Martinsville-Henry County (AMHC) program and will coordinate education and outreach efforts as an employee of BikeWalk Virginia. She will begin work at the AMHC office in Martinsville in mid-December. A grant from the Harvest Foundation funds the AMHC position and program.

"I am really excited about the program," said Frisco. "I commend the Harvest Foundation for their innovative approach to creating livable and healthy communities with bicycle and pedestrian friendly streets. This is a magnificent opportunity for Martinsville and Henry County to be places where people choose to live because of the great quality of life."

AMHC is a three-year, \$1.56-million initiative that represents the largest investment of its type by a foundation. The southern Virginia community will be transformed into a place that encourages a healthy, fun and active lifestyle. Streets will be made safe and practical for cars, bicycles, and pedestrians and children will be encouraged to walk and bike to school safely.

Other local and national partners include: the National Complete Streets Coalition, the Safe Routes to School National Partnership, the League of American Bicyclists, the University of North Carolina, and the Centers for Disease Control and Prevention.

Formerly Assistant County Administrator of Patrick County, Jeannie was instrumental in developing tourism and the new Mayo River Trail. As a long-time local government employee and manager of a successful tourism program, Frisco has experience bringing together government, business, volunteer, and community members to achieve mutually beneficial goals.

“I am anxious to begin working with BikeWalk Virginia and partner organizations to help Martinsville and Henry County reach their goal,” concluded Frisco.

BikeWalk Virginia is a non-profit, 501(c)(3) organization dedicated to educating its members, the general public, local organizations, and state and local officials by promoting the health and environmental benefits of biking and walking; teaching safe biking and walking behavior; advocating for biking and walking infrastructure; and preserving and expanding trails, greenways and waterways to enhance the quality of life for all Virginians.

The Harvest Foundation supports health, education, and welfare initiatives that serve the vision of cultivating Martinsville and Henry County, Virginia, as a “community of choice.” The Harvest Foundation was established in 2002 from the sale of Memorial Hospital of Martinsville and Henry County. For more information visit www.theharvestfoundation.org.

Photo caption: Jeannie Frisco has been named program manager for the Activate Martinsville-Henry County initiative, funded by The Harvest Foundation.

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