



Councillor Ed Mayne, Hounslow Council's Cabinet Member for Public Health and Leisure, said: "It has been great to see so many people in Cranford, Heston and Feltham enjoying Beat the Street and it's proving to be a real talking point. We're now hoping to pep up the challenge with the selfie competition and a chance to win more great prizes so it's a great new reason to get involved!"

You can follow the conversations on Twitter @btshounslow and Facebook (Beat the Street Hounslow)
ENDS

NOTES TO EDITORS:

1. Beat the Street is funded by the London Borough of Hounslow and the EU commission Switch programme.
2. The Beat the Street challenge is to encourage residents to walk and cycle as many miles as possible in a collective journey round the world.
3. Beat the Street is run by Intelligent Health. Intelligent Health are experts in physical activity strategy and delivery. Intelligent Health creates high quality, innovative products which combat physical inactivity across communities and improves health and well-being. Beat the street is fun, inclusive and engaging. For more visit www.intelligenthealth.co.uk
4. Regular physical activity is known to improve 23 long-term conditions, including heart disease, diabetes, cancers, dementia, depression and anxiety. Taking exercise also helps improve the health of those who already have these conditions.
5. A survey of those who took part in Beat the Street in 2014 found that 82% of those surveyed felt the programme encouraged them to be more active; 73% said it helped them feel healthier.