Every Step Counts in United Fresh Walking Challenge

WASHINGTON, D.C. (June 4, 2019) – United Fresh will host a Walking Challenge this year during the annual United Fresh Convention & Expo, June 10-12 in Chicago.

Attendees are encouraged to engage in some healthy competition, making the most of their steps during the annual event by participating in this new Walking Challenge, sponsored by Crunch Pak. Every step counts toward the challenge, from a morning run, to walking the trade show floor and everything in between!

“We know that, on average, attendees will walk 15,000 steps a day during our time in Chicago,” said John Toner, United Fresh’s Vice President of Convention & Industry Collaboration. “We’re excited to incentivize our attendees to push those steps further through some friendly competition and of course, a grand prize!”

The Walking Challenge starts on Monday, June 10 at noon (CT) and ends on Wednesday, June 12 at 12:30 pm. Participants can start today by downloading the Walking Challenge App and syncing it to their step-counting device (for a bonus +500 points). The app, developed by Heka Health, syncs with the participant’s own personal Fitbit, Apple Watch, Garmin, or the step trackers integrated on their iPhone/Android smartphone via Apple Health or Google Fit.

Throughout United Fresh 2019, participants of the Walking Challenge can pick up bonus points by attending various events and visiting locations, including:

- United Fresh’s Opening Party at Navy Pier’s Crystal Gardens +500 steps
- United Fresh Late Night at Chicago’s House of Blues +500 steps
- The Fresh Festival for School Foodservice + 500 steps
- Monday’s Produce Outlook General Sessions +500 steps
- Tuesday’s Morten Hansen General Sessions +500 steps
- Wednesday’s Women in Produce General Session +500 steps
- The United Fresh Membership Booth +500 steps
- The Walking Challenge Sponsor’s Booth, Crunch Pak, Booth# 6040 + 500 steps

On Wednesday, June 12, at the conclusion of the challenge, the top 25 steppers will be eligible for a grand prize of $1,000 cash plus a free registration to United Fresh 2020, June 16-18 in San Diego. The winner will be announced from the Main Stage at 2:30 pm, and must be present to win. The Main Stage will serve as a hub for constant engagement and entertainment throughout the expo, bringing to life the passionate people, business and energies created in the fresh produce industry for attendees to enjoy,

For more information about the Walking Challenge, contact Bethany Geris, Digital Marketing Manager at bgeris@unitedfresh.org or 202-303-3427.

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About United Fresh Produce Association
Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.