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Governor Kicks Off 2nd 100 Missouri Mile Challenge

MARCH 20TH 2014 BY DEE LOFLIN

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*Submitted by
Dee Loflin, SMT Manager/Editor*

Missouri - Gov. Jay Nixon and First Lady Georganne Nixon today visited Rock Bridge Memorial State Park in Boone County to launch the second year of the 100 Missouri Miles Challenge. The challenge encourages Missourians to complete “100 Missouri Miles” of physical activity by walking, running, biking, rolling, paddling or hiking throughout Missouri, including Missouri’s State Parks.

“After being recognized as the Best Trails State in the nation last year, the First Lady and I launched the 100 Missouri Miles Challenge to encourage folks to enjoy the tremendous outdoor opportunities the Show-Me State has to offer,” Gov. Nixon said. “This year, we’re again inviting Missourians to get out and get active with their families and friends to make the 100 Missouri Miles Challenge part of a healthy, active lifestyle in 2014.”

In 2013, Missourians taking the Governor’s 100 Missouri Mile Challenge walked, hiked, rode and rolled more than 1,162,000 miles, enough miles to circle the Earth 46 times.

To continue this success, 100MissouriMiles.com will feature an improved user dashboard for logging and tracking miles, new badges and achievements to unlock throughout the year, and an enhanced interface to easily move around the site.

Last year, the Governor formally launched the 100 Missouri Mile Challenge at the opening ceremony of the Special Olympics Missouri State Summer Games in Columbia. In 2014, Special Olympians will continue to be an important part of the Governor's initiative.

"Special Olympics Missouri is a proud partner of the Governor's 100 Missouri Miles Challenge," said Mark Musso, President & CEO of Special Olympics Missouri. "As an organization that represents more than 17,000 Missouri athletes, we look forward to another great year of getting out and enjoying the beautiful parks, trails and communities here in the Show-Me State."

During his visit to Rock Bridge Memorial State Park, the Governor also encouraged young Missourians looking for summer employment to apply online with the State Parks Youth Corps (SPYC) program, which is back in 2014 for its fifth year.

"The State Parks Youth Corps gives young Missourians the opportunity to gain valuable job skills, build character and make a tangible difference in Missouri's great outdoors," Gov. Nixon said. "This year will be another great opportunity for young men and women to help us keep Missouri's parks, trails and historic sites among the best in the nation."

SPYC, a nationally recognized jobs initiative started by Gov. Nixon in 2010 to enhance Missouri's 87 state parks and historical sites, is a cooperative partnership between the Division of Workforce Development and Missouri State Parks.

SPYC employs eligible Missourians between the ages of 17 and 23 at parks, historic sites and natural areas across Missouri, from May 1 through Dec. 31. Applications for the program are now being accepted online at thinkoutside.mo.gov.

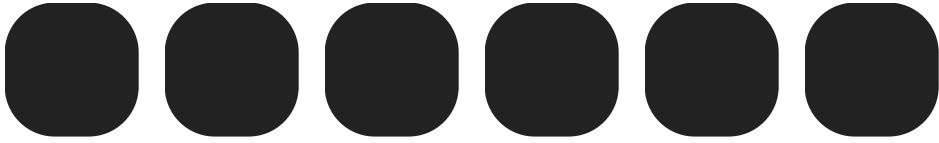
To sign up for the 100 Missouri Miles Challenge and begin logging miles, or to continue an existing account, please visit **www.100MissouriMiles.com**

Photo provided by the office of Jay Nixon, Governor of Missouri.

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