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**NEWS
RELEASE**

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Celebrate the New Year at Scenic Drive with Live Active El Paso

Free Event Focuses on Better Health, Fitness

EL PASO, Texas – Live Active El Paso encourages everyone to start off the New Year with a focus on overall health and wellness, and what better way to do so than by participating in a special Live Active EP event during Scenic Sundays from 8:30 a.m. to 11:30 a.m. on Sunday, January 2 at Scenic Drive.

The second annual event aims to encourage the community to focus on living a more active and healthy lifestyle by concentrating on improving physical activity, nutrition, and mental health.

“The beginning of a new year is an excellent time to make healthy changes both physically and mentally,” said Deputy City Manager Tracey Jerome. “Physical activity and movement are extremely important, especially as we continue to deal with the COVID-19 pandemic. This event is a great way to start the New Year and devote yourself to improve your overall health.”

During the free event, visitors of all ages can learn more about the Live Active El Paso initiative and gain health and wellness knowledge from more than a dozen Live Active EP partners such as the El Paso Neighborhood Coalition, Health Agents from Better Living for Texas and Texas A&M AgriLife Extension Services, Empowerment Health and Wellness, Pasos Para Prevenir Cancer, Liv3 Athletics, the Public Health Department and Animal Services. In addition, the first 150 people who sign up and take the Live Active EP pledge will receive a free t-shirt.

Scenic Drive will be closed to vehicular traffic to allow everyone to start the New Year with health goals by walking, running, jogging or cycling. Every Sunday, the Parks and Recreation Department closes Scenic Drive to vehicular traffic from 7 a.m. to noon during the winter season so the community can use the street to safely walk, jog, run and bike along the side of the Franklin Mountains.

About Live Active El Paso

Created in 2020 by the City of El Paso, Live Active EP began as an initiative to improve the overall health of our community due to the COVID-19 pandemic. Live Active EP is a citywide community movement that promotes better health and wellness by encouraging physical activity, improved nutrition, and strong mental health.

The initiative includes more than 40 partner organizations such as local gymnasiums, nutritional eateries, non-profit health organizations and local businesses. Live Active EP provides residents free information on health events such as hikes, exercise classes, nutrition classes, and mental health session to get people healthy and find community support.

For more information on Live Active El Paso, visit www.liveactiveep.com.

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