



Every Body **WALK!**
everybodywalk.org

The Walking Revolution

A Documentary Film

For the past 75 years, and in order to sell land, cars and a new concept of consumer-driven lifestyle, America's city planners favored the sprawl: Suburbia, individualized traffic, brand-new freeways and loose zoning laws won out over Main Street, USA – where people once lived, worked and shopped in relative proximity to their homes.

The Story

American dreams of real estate and transportation

Throughout the 20th century, real estate and transportation made for a powerful mix that propelled our economy and the American Dream into the hands of large parts of the population. While it took our communities less than a century to make that shift, what happened to our bodies after evolving for thousands of years as hunter - gatherer - transportation machines was severe.

The human body

Raised in industrialized societies with little need to move and exercise, the human body is now paying a heavy price. Our natural bodies are mismatched to our constructed environment of comforts dooming us to live out our days in the golden cage of a sedentary lifestyle.

The pandemic

Labeled nothing short of pandemic by experts at the Centers for Disease Control and Harvard Medical School, conditions caused or enabled by inertia and an immobile lifestyle (diabetes, heart conditions, high blood pressure, depression, asthma, some cancers) are now responsible for 50% of all healthcare dollars spent in this country. How can we solve this dilemma?

Re-engineering our cities

After too many decades of planning our cities and communities around cars and individual transportation, the country is slowly reversing this trend. Walkable neighborhoods – often in previously neglected downtown areas across the nation – have replaced the suburbs in popularity and value.

The public's awareness of the significant health benefits of walking as a habit-forming, entry-level physical activity is growing. As we evolve from being car-centric to a walking, biking and public transportation-friendly society, we are re-engineering our cities across the nation.

Re-focusing our society

As a result, we are witnessing a resurgence of public parks – often under new, citizen-led management – a resurgence of public transportation as an incentive for inner city living and the deployment of well-structured corporate walking programs for employees as part of their benefits package.

The long-term impact on local economies, overall health of the population and livability of our communities cannot be overestimated: This is the dawn of a new era comparable to the arrival of clean piped water in our metropolitan areas (according to CDC) or the dedication of 800 acres of prime real estate in the heart of Manhattan for the creation of Central Park in the 1850's.

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CHAPTER 1

American Idle

What happens to our bodies when we are carried, lifted and transported everywhere we go? What's the impact on our body when we stop using it the way it was engineered?

The curse of sedentary living: We were not made to sit around and talk to each other all day.



CHAPTER 2

The Sedentary Lifestyle

Once upon a time our cities were designed on a human scale. As more and more people took to the roads, we moved into the suburbs.

Sidewalks were removed. Drive-in mini-malls were created. Homes and business moved farther and farther apart.

The Result: urban sprawl so expansive it could not be walked in a single day.

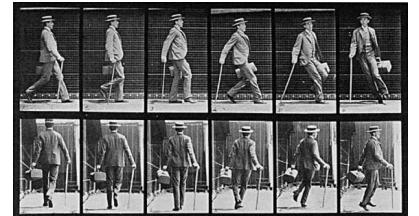


CHAPTER 3

Designed to Walk

Evolution took mankind millions of years to learn how to walk, and it takes each of us over a year to be able to stand on our own two feet.

Then just when we are finally walking like champs, we learn a new skill: driving.



CHAPTER 4

The Path to Health

The health benefits are numerous: All it takes is your two feet to help reduce and/or prevent asthma, heart disease, diabetes, some cancers and depression.

We change course and walk our way back to health. Instead of medication, we can build walking back into our lives and create a walking routine.



CHAPTER 5

Built to Walk

A radical redesign of our cities and open space has begun. Parks are making a comeback within our cities through partnerships between locals – residents, businesses, developers, municipalities, urban planners and health care providers.

As the tide shifts, renters and homeowners expect the high 'walkscore' of their neighborhoods to define both real estate values and quality of life.



CREATIVE VISION

Exciting, emotional storytelling is at the center of conveying the complex message of Walking to a large audience. Every chapter creates an inspiring, personal experience that lifts the spirit and expands what we think we know about the act of walking.

As filmmakers, it's all about the story. The population has arrived at a watershed moment: From the history of cars, to health issues, economic developments and innovative urban planning, these stories are best taken in as deeply personal experiences, and a visually stimulating experience at the same time. Numerous aspirational narratives can be culled from the grand scope of these programs, featuring passionate innovators crafting case studies for the rest of the country.

REAL PEOPLE, REAL STORIES

It's a rare privilege to travel across this great country of ours and shine a light on inspirational stories of good works that are making a difference in the lives of real people everyday. The ideal philosophy as we collectively reboot the nation, The Walking Revolution has the potential to reach millions of people with a compelling, cinéma vérité-style documentary about personal stories of creativity, hope and transformation.



PORTRAITS OF A BETTER AMERICA

Our approach is to tell these stories through the eyes of the individuals whose lives are personally impacted as activists, experts and regular citizens. The appropriate style for this project conveying the spirit of today's America: Setting interviews in natural light wherever possible, capturing real-life interactions on location, shooting breathtaking b-roll of the ever-changing American experience, and utilizing animated stills and elegant motion graphics for emphasis.

This technique of immediacy and authentic reporting allows us to weave together a rich fabric of Americana that will stretch through the entire documentary. Each chapter will be standalone and unique but also unmistakably feel like part of a greater whole.

