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Hundreds walk for Center for Growing Talent's Virtual Wellness Walk and Run Challenge

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Center for Growing Talent's Virtual Wellness Walk and Run Challenge has been bringing together the produce and floral industry even in this time apart to participate in a shared opportunity to promote individual health, team building all while supporting attraction and development of the next generation of industry talent.

The Virtual Wellness Walk and Run Challenge serves as an inclusive outlet for healthy activity, especially during a time when many were living under stay-at-home restrictions due to the global pandemic. It has also served as an outlet for healthy competition and team building. Many organizations are using the Walk and Run Challenge as a way to bring their teams together even when they're far apart. There are three organizations that are leading the way with the most participants, including Naturipe Farms, Sun World International and Renaissance Food Group. Cumulatively, participants have clocked more than 5,500 miles.

At the midpoint of the program, CGT reports 490 participants have registered, and 39 teams have been formed. Two-thirds of the participants have signed up for the 30-mile cumulative challenge and have been submitting their results regularly. The leader in the cumulative challenge has clocked over 140 miles with no signs of slowing down.

“The idea of the Virtual Wellness Walk and Run Challenge is first to bring together our industry since we have not been able to gather in person in some time,” said CGT Contributor Relations and Fundraising Manager Kelsey Palandrani. “Secondly, each contribution and registration support our education programs, designed to attract and develop talent on behalf of the industry. With traditional events on hold and university students going remote, we know that it’s more important than ever that we’re working to reach potential talent in new ways and the Virtual Wellness Walk and Run Challenge helps us accomplish that.”

With two weeks still to go, it’s not too late to join the challenge and Center for Growing Talent is reminding the industry that anyone is welcome to join the challenge and there are options available for individuals and teams. The Virtual Wellness Walk and Run Challenge will continue through June 21. Participants can pick their distance from one mile, a 5K, or a commitment to walk or run 30 miles in 30 days for the cumulative challenge. Once registered, participants will receive information about how to track miles and how to join the social media groups to qualify for additional prizes.

“We are so happy to see the miles and the participation grow,” said Director of Business Development Jamie Kitz. “We have all been walking untraveled paths over the past several months and we’re grateful that the industry has chosen to walk those paths with us. For those of us who have been out of the office for several weeks, this type of program is perfect for some healthy competition and connection with colleagues. We challenge all of our industry members to join, challenge their teams, and challenge their industry partners to take a social distance walk with their friends, families and pets, record those miles and time, all while contributing to the industry and CGT programs.”

Center for Growing Talent sent its thanks and appreciation to all sponsors who are helping to make the program possible: Duda Farm Fresh Foods, Volm Cos., Catania Worldwide, Progressive Produce, Lakeside Produce and Mucci Farms. There are still opportunities to sponsor and interested organizations can reach out to [Robyn Florio](#).

[Register now](#) for the CGT Virtual Wellness Walk/Run Challenge.

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