

MEDIA RELEASE

For Immediate Release



THOUSANDS ACROSS BC GET ACTIVE ON MOVE FOR HEALTH DAY

Burnaby, BC (Monday, May 9, 2011) – As part of this year's Move for Health Day thousands of British Columbians will be taking part in events aimed at encouraging all of us to make physical activity a part of our daily lives. Move for Health Day is held annually on May 10th (although some communities have scheduled events throughout the week) and is intended to encourage people to adopt physically active, healthy lifestyles. Each year the BC Recreation and Parks Association (BCRPA), who leads the Move for Health Day initiative in this province, supports communities and workplaces in their efforts to get the people of BC moving.

The BCRPA will be officially launching this year's Move for Health Day at Garden City Park in Richmond (located on the north east corner of Garden City Road and Granville Avenue) on Wednesday May 11th from 10:00am – 2:00pm. Throughout the day events will include a Wee Walk Richmond event for preschoolers, a scavenger hunt and sport activities for school aged children, a walking social for older adults and an open invitation to the public to come for a walk in the park and to visit the information booths. The public walk with the City of Richmond Mayor Malcolm Brodie will begin at 12:00pm.

As BCRPA Chief Executive Officer Suzanne Allard Strutt explains, physical activity is something people of all ages need to get more involved with. "Inactivity is a leading contributor to obesity, type 2 diabetes, heart disease, stroke, certain types of cancers, and fall-related injuries and chronic conditions in older adults. Its related health and socioeconomic effects are costing BC in health care dollars and quality of life. Incorporating physical activity into one's life is key to changing this. Move for Health Day is a way in which we can get people thinking about their own lifestyles and involved in physical activities that prove being active is a simple, accessible and enjoyable thing to do."

Photos of the Move for Health Day provincial launch will be available to the media upon request.

To find out about events in your area, visit the BCRPA website's Move for Health Day page: www.bcrpa.bc.ca/mfhd

Move for Health Day was designated by the World Health Organization in 2002 as an international day of physical activity. The BCRPA has spearheaded the promotion and organization of Move for Health Day activities in BC since its inception. CTV British Columbia is the proud media sponsor of 2011 Move for Health Day.

BACKGROUND:

Move for Health Day was launched as a global event by the World Health Organization in 2002. Its purpose is to encourage people to adopt physically active lifestyles as part of maintaining good health and well-being.

The British Columbia Recreation and Parks Association is a not for profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC. Established in 1958, the Association is a central resource agency for members and stakeholders of the parks, recreation, physical activity and culture industry, providing leadership, training and support to help meet national, provincial and local priorities. Through a diverse network of partners and extensive programs and services, BCRPA actively advocates accessibility and inclusiveness to recreation and physical activity.

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For more information, visit: www.bcrpa.bc.ca

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