



FOR IMMEDIATE RELEASE

BCRPA PART OF ALL STAR TEAM GOING UP TO BAT FOR THE HEALTH OF BRITISH COLUMBIANS

(Burnaby, BC – August 14, 2007) – British Columbia Recreation and Parks Association together with the eight other team members of the BC Healthy Living Alliance today announced the launch of a \$22-million initiative to promote healthy eating, physical activity and a reduction in tobacco use. The initiative, featuring eleven healthy living programs, is expected to reach nearly one million British Columbians and has been sponsored by the provincial government's ActNow! BC program.

The BCHLA's **Healthy Eating Programs** will target 650,000 students, 560,000 community centre users and more than 20,000 families. The goals of the program will include increasing the availability of healthy food and drinks in public places, reducing the amount of sugary drinks consumed by children and developing ways to deliver more fruit and vegetables to low income families, along with skills to cook them.

The BCHLA's **Physical Activity Programs** will promote and support increased physical fitness to 130,000 inactive adults and their families through increased access to recreation centres for low income families, planning grants for walking and cycling trails, public awareness campaigns and signage, and walking groups.

The BCHLA's **Tobacco-Reduction Programs** are expected to reach 50 per cent of all BC young adults including 19-29 year olds in the workplace, at post-secondary institutions, rental housing, restaurants, bars, cafes, sports venues and youth oriented shops. The programs will involve 60,000 potential smokers, 80-100 companies and 4500 housing providers.

BCRPA is excited to be going up to bat for the health of British Columbians with this all-star team. We know that by working together we can score a homerun in health promotion and disease prevention.

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