

MEDIA RELEASE

For Immediate Release



THOUSANDS ACROSS BC GET ACTIVE ON MOVE FOR HEALTH DAY

Burnaby, BC (Monday, May 10, 2010) – As part of this year’s Move for Health Day thousands of British Columbians will be taking part in events aimed at encouraging physical activity. Move for Health Day is held annually on May 10th (although some communities have scheduled events on other days) and is intended to encourage people to adopt physically active, healthy lifestyles. Last year, the BC Recreation and Parks Association who leads the Move for Health Day initiative in this province, registered over 78,000 British Columbians participants in Move for Health Day events.

Communities around BC are hosting a wide range of events in celebration of Move for Health Day. These include: Coast Mountain Bus Company employees participating in a 2 km walk or jog, Richmond hosting a Walk in the Park, Cowichan Aquatic Centre on the Island hosting free fitness classes all day on Monday, May 10 and Armstrong hosting a Bike Rodeo 2010 to celebrate bicycling. Williams Lake and Quesnel will face off in their traditional challenge to see which city can get the most people active.

BCRPA will be officially launching this year’s Move for Health Day at the Roundhouse Community Arts & Recreation Centre’s Move for Health Day historical art walk in Vancouver - Monday, May 10, at 1 PM.

As BCRPA Chief Executive Officer Suzanne Allard Strutt explains, physical activity is something people of all ages should get more involved with. “Obesity and diabetes are two major health problems affecting all age groups. Healthy eating and active lifestyles are key factors in the prevention and treatment for these, and many other chronic health issues. 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

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 and strives to bridge the gap between recreation and sport.

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

2010 Move for Health Day Sponsors:



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Move for Health Day.

