

MEDIA ADVISORY



For Immediate Release

SURREY SCHOOL KIDS TO HELP LAUNCH 2009 MOVE FOR HEALTH DAY

Local event officially launches province-wide celebration of physical activity.

Burnaby, BC (Friday, May 1, 2009) – Students at a pair of Surrey elementary schools will be participating in a relay next Friday (May 8th) to help kick off 2009 Move for Health Day. Roughly 800 kids from W.E. Kinvig Elementary and Henry Bose Elementary will play soccer, dance, and challenge each other to a tug-of-war, among other activities, as they move from station to station at the event in Newton's Unwin Park. The goal is to learn about the benefits of physical activity, nutrition and other healthy lifestyle choices. The relay marks the official provincial launch of 2009 Move for Health Day, which is an initiative led by the BC Recreation and Parks Association (BCRPA) and its partners.

Move for Health Day has been held annually on May 10th (although some communities schedule activities on different dates) since it was launched in 2002 by the World Health Organization. The purpose is to encourage people to adopt physically active lifestyles as part of maintaining health and well-being.

2009 Move for Health Day will see communities of all sizes across BC hold active events such as walks with the mayor/chief, free days at local pools and rec centres, free fitness classes, sports days and other activities. Because Move for Health Day falls on Mother's Day this year, some communities are hosting events specifically geared towards mothers and families. Last year, 68,000 British Columbians participated in Move for Health Day. This year, BCRPA is hoping for a turn-out of at least 70,000.

Media are invited to attend the 2009 Move for Health Day provincial launch:

When: Friday, May 8th at 9:30am.

Where: Unwin Park in Newton: 13313 – 68 Avenue.

Visit the BCRPA website (www.bcrpa.bc.ca/mfhd) for a complete listing of 2009 Move for Health Day events in communities across the province.

BACKGROUND:

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 the recreation and sport system to increase participation from “playground to podium.”

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Contact:

Holly-Anne Burrows
Communications Manager, BCRPA
604-629-0965 ext 233
hburrows@bcrpa.bc.ca

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



Media sponsor of 2009
Move for Health Day.