

2013 Move For Health Day

News Release Sample ONLY – Draft (Not for Distribution)

For Immediate Release | May 10, 2013

Penticton Residents Encouraged to “Move for Health” (Write your own headline)

Penticton, BC -- May 10th is Move for Health Day and Penticton residents are being encouraged to get active. Three unique walking events have been planned that will combine physical activity with an opportunity to explore some of the great attractions Penticton has to offer. **(Use this sample news release to write your own.)**

“Engaging in regular physical activity is a crucial part of maintaining good physical, mental and social health,” said Penticton MLA Bill Barisoff. “Move for Health Day is about promoting awareness of the importance of physical activity, not only on May 10 but throughout our lifetimes.”

“Interior Health has partnered with the Penticton Museum, the En’Owkin Centre and local businesses to come up with three very different walking experiences,” said Susi Wilkinson Interior Health Manager, Penticton Integrated Health Centre.

“Participating in our community walks couldn’t be easier. Just gear up and show up,” says Michou Szabo, Move for Health Day Coordinator. “Not only will participants feel good after joining the walk, they will also have the opportunity to win some fun prizes.”

Walking Events Schedule

9:00am – 10:30am - ECommunity En’owkin Endangered Cottonwoods Tour (4km)

Join the Okanagan Nations Traditional Knowledge Keepers on groomed trails as you visit the endangered Cottonwoods on Locatee Lands. This walk starts at the ECommunity Place Gate by Doc’s Driving Range.

11:30am – 12:30pm - Penticton Heritage Trail Walk (4km)

Take this self guided walk anytime during your lunch hour. Start at the Penticton Art Gallery, stroll through downtown and along the Kettle Valley Railway, enjoying cultural sites and stories from Penticton’s rich past along the way. The walk ends back at the Art Gallery, 190 Marina Way.

5:00pm – 5:45pm - The Bob Pope Celebrity Walk (4km)

Join Bob Pope and local celebrities for a walk along Okanagan Lake and through the Japanese Gardens. Walkers should meet at the S.S. Sicamous, 1099 Lakeshore Drive West.

Participants are encouraged to wear comfortable clothes and footwear and to bring water and sunscreen.

Last year, over 78,391 registered B.C. residents participated in 2009 Move for Health Day activities across the province and this year organizers are hoping to increase that number to 90,000.

Move for Health Day was designated by the World Health Organization in 2002 as a worldwide day of physical activity. The BC Recreation and Park Association (BCRPA), with support from Healthy Families BC, has spearheaded the organization of this year’s Move for Health Day activities and encourages municipalities across the province to get British Columbians moving. All BC residents who participate in Move for Health Day are being encouraged to log on to www.bcrpa.bc.ca/mfhd to see the events taking place in their area.

For more information on Penticton’s Move for Health events call (250) 493-7394.



Contact:

mfhd@bcrpa.bc.ca



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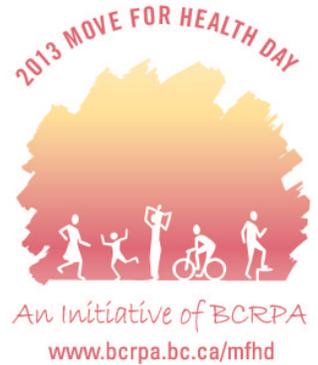
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