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## NEWS RELEASE

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Ministry of Healthy Living and Sport

### **PROVINCE CHALLENGES THE WORLD IN HEALTHY LIVING**

**WEST VANCOUVER** – The Province is challenging all British Columbians and people around the world to lead a healthier lifestyle with the launch of the World Healthy Living Challenge, announced Minister of State for Intergovernmental Relations and West Vancouver-Garibaldi MLA Joan McIntyre, on behalf of Minister of Healthy Living and Sport Mary Polak.

“We are asking British Columbians to do their part to help B.C. reach our goal of becoming the healthiest region ever to host an Olympic and Paralympic Games,” said McIntyre. “The Games are an international representation of physical activity and well-being and, in honour of this upcoming global celebration, I encourage everyone in B.C. to challenge their friends, family and neighbours in this province, across Canada and around the world, to commit to leading a healthier lifestyle. We want to lead the world by example.”

The Challenge asks participants to pledge to make just three small improvements to their daily lifestyle; these can be any combination of environmental or healthy living goals. British Columbians who take the Challenge will be eligible to win tickets to the 2010 Winter Games, along with other healthy living prizes such as pedometers, personal training sessions and dietitian consultations.

“There has never been a better time for British Columbia to be a role model and encourage everyone to pursue a healthier lifestyle,” said Polak. “British Columbia is already a national leader when it comes to healthy living. Now, to honour the spirit of the Games, we want to challenge the world to follow our lead.”

Led by honorary captain and Olympic medallist Simon Whitfield, a team of 20 of B.C.’s elite Olympic and Paralympic athletes have been appointed ActNow BC athlete ambassadors and will help promote the Challenge as they visit events, venues and schools around the province. The athletes will share their personal experiences and inspirational stories to help demonstrate that everyone can make small, simple changes in their daily life to become healthier and reach their full potential in any endeavour.

“I am honoured to be able to work with this exceptional team of B.C. athletes to encourage all British Columbians to get active, play more, have fun and reach their personal health goals,” said Whitfield.

To take the World Healthy Living Challenge, to challenge others and to find out more information on the athlete ambassadors, visit [www.actnowbc.ca](http://www.actnowbc.ca).

1 backgrounder(s) attached.

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