

Quebec's 5/30 Health and Wellness Challenge to Premiere in Alberta

Montreal, February 2, 2011 – ACTI-MENU—the company behind Quebec's 5/30 Health and Wellness Challenge for the past seven years—is proud to announce a new partnership with both the Fédération des conseils scolaires francophones de l'Alberta (FCSFA) and the Réseau santé albertain that is paving the way for the first Albertan Health and Wellness Challenge in 2011. The project will be co-ordinated by the Fédération du sport francophone de l'Alberta (FSFA).

Dr. Louis Gagnon, co-president of ACTI-MENU, feels that the partnership is a natural development: "In addition to sharing a common vision, notably to get people to adopt a healthy lifestyle, we are all strong advocates of inclusion and respect, two values that serve as guidelines for our respective programs." Gagnon also stressed the pioneer role that the promoters and their partners play in this project, given that the Alberta Health Challenge will be the first of its kind outside of Quebec.

The Health and Wellness Challenge already boasts an excellent reputation in Quebec with over half a million Quebecers having registered in the program since it was introduced in 2005.

The idea behind the 5/30 Health and Wellness Challenge is simple: for six weeks (from March 1 to April 11), participants pledge to:

- Eat at least **5** servings of fruits and vegetables a day for a minimum of 5 days a week.
- Do at least **30** minutes of physical activity a day for a minimum of 5 days a week.
- Improve their **well-being** by setting one of the following personal goals: get a good night's sleep, take time for themselves, make time for what's really important.

The Health and Wellness Challenge provides participants with support and encouragement to achieve their goals.

About ACTI-MENU

ACTI-MENU is a social enterprise wholly owned by three hospital foundations. ACTI-MENU develops its programs and services in partnership with such prestigious institutions as the Montreal Heart Institute and Hôpital Maisonneuve-Rosemont.

ACTI-MENU provides the general public, organizations and their staff, as well as health care professionals and their patients with information, tools, and support that will encourage individuals to look after their own mental and psychological health, and encourage the creation of social and physical environments that promote healthy behaviours.

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