



Press release

## **The 2010 5/30 Health and Wellness Challenge** **Get started with Marie-Claude Savard!**

**Montreal, January 6, 2010** – The *Health Challenge* is back for a 6th year and is inviting both children and adults to make a fresh start for the benefit of their health, and to do so enjoyably and at their own pace. Whether you already practice good lifestyle habits or you wish to adopt some, the *5/30 Health and Wellness Challenge* is for you! You're invited to register, until February 28, and to take up the *Health Challenge* for a period of 6 weeks, from March 1 to April 11.

The 2010 *Health Challenge* has some new features, first of all the addition of the Wellness component to the "5/30" (eat at least 5 portions of fruit and vegetables and move at least 30 minutes a day), to underscore the importance of taking care not only of the body but the mind as well. And all of it backed by the arrival of a new spokeswoman: the bubbly sportscaster on the TVA program *Salut, Bonjour!*, Marie-Claude Savard.

### **The Wellness component: for a more global approach to health**

Facing up to the demands of life in our time is no easy task. Which is why it's to our advantage to adopt a healthy lifestyle and to take good care of ourselves. In addition to being active, eating right and getting enough sleep, there are other things we can do for good health and a sense of well-being. Opening up to relaxation, reserving some time for ourselves, establishing or reviewing priorities, more effectively reconciling our professional and personal lives, communicating better and maintaining our relationships with others – these are some of those things, and are suggested in the Wellness goals of the 2010 *Health Challenge*. The Wellness component has been made possible thanks to the support of the Québec Department of Health and Social Services and of AstraZeneca and the program *Prends soin de toi*.

### **A new spokesperson exactly like the 5/30 Health and Wellness Challenge**

The choice of Marie-Claude Savard as spokeswoman was a no-brainer: dynamic and motivating, she's just like the *5/30 Health and Wellness Challenge* itself! Marie-Claude assigns an important place to fruit and vegetables in her diet and makes physical activity part of her everyday life. And she also feels that the Wellness component has a great deal of meaning for her, first of all because her job – which means she has to get up with the sun – requires that she be disciplined and organized to stay in shape, keep her concentration and set aside time for herself to relax and spend time with those she loves. Next, Marie-Claude understands the importance of good mental health: as a teenager she suffered from a long depression. And since she's already lost her balance once, she knows how important it is to keep it!

"The *5/30 Health and Wellness Challenge* is something I live every day," Marie-Claude explains. "I'm convinced that maintaining good habits provides me with energy and helps me stay in shape and use all my potential. This is something I talk about often with the people around me because I'd like to see them take advantage of all

the benefits. So it's perfectly natural for me to be spokeswoman for the *Health Challenge*, and I'm hoping my work will encourage a record number of Quebecers to sign up for it."

#### **An improved formula that remains simple**

Even with the improvements, the 2010 *Health Challenge* formula remains simple and accessible to all Quebecers. During the 6 weeks of the *Health Challenge*, participants commit to:

- > **eating at least 5 portions of fruit and vegetables a day**, a minimum of 5 days per week (Goal 5);
- > **moving for at least 30 minutes a day**, a minimum of 5 days per week (Goal 30);
- > **targeting an objective of their choice to improve wellness** from among the 5 suggested (Wellness Goal).

"5," "30," "Wellness" – these are the *Health Challenge* basics, but for those wishing to take things a step further, two Plus Goals are offered: eating enough dairy products and improving one's cardio health.

#### **More support for greater success**

When they register, participants get loads of free advice and tools to accompany them in the process, including:

- > a **free participant kit available at IGA** containing information and tools that help participants take up the *Health Challenge* as well as product samples and discount coupons offered by the various *Health Challenge* partners;
- > the **Web site [530HealthAndWellnessChallenge.ca](http://530HealthAndWellnessChallenge.ca)**, accessible all year long in French and in English, containing information about the *Health Challenge*, sections on diet, physical activity, weight, wellness and stress management and including a virtual community for discussion and motivation...and much more;
- > **e-mails** of encouragement sent once a week during the *Health Challenge* and once a month the rest of the year, which contain tips and advice for eating better, moving more and taking better care of oneself.

A new feature for 2010: as part of a pilot project, 1,000 TELUS subscribers registered in the *Health Challenge* will receive advice, tips or little messages of encouragement in text messages. Those texts will be sent out daily and completely free of charge to participants' mobile phones during the 6 weeks of the *Challenge*.

#### **Large numbers are signing up!**

Every reason for registering for the *5/30 Health and Wellness Challenge* is a good one. Alone, as a family, as a team with friends or colleagues from work, and whether it's for motivating oneself, for acting on one's overall health, for taking advantage of its benefits or for getting support, get started by **registering before March 1, 2010, at [530HealthAndWellnessChallenge.ca](http://530HealthAndWellnessChallenge.ca)**.

Participants who honour their commitment are eligible to win one of a number of wonderful prizes with a total value of more than \$15,000, including a \$6,500 trip offered by IGA, the \$5,000 Prix de la Famille Défi Santé Desjardins, and \$250 gift cheques offered by Sépaq for each of the 16 regions of Québec.

**About the 5/30 Health and Wellness Challenge**

The *5/30 Health and Wellness Challenge* is presented by ACTI-MENU and the Prevention Division of the Montreal Heart Institute in collaboration with the Québec Public Health Departments, the Québec Department of Health and Social Services, the program *Prends soin de toi* and the Canadian Cancer Society. It is carried out in partnership with IGA, Desjardins, TELUS Health Solutions, AstraZeneca, Pfizer, Danone, Evian, Exceldor, Multi-Marques, MOOV and Curves. With more than 430,000 participants since 2005, the support of a great many workplaces and a rapidly growing municipal component, not to mention a period of activity that stretches from January to mid-April, the *Health Challenge* is the don't-miss health rendezvous for the early part of the year.

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**SOURCE:**

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