



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

IN 2009, EVERYONE QUALIFIES FOR THE 5/30 HEALTH CHALLENGE!

Montreal, January 7, 2009 – You don't need to work out or eat fruits and vegetables by the bushel to be eligible for the *5/30 Health Challenge*. Whether you're an athlete or a couch potato, a vegetable-lover or hooked on fries, everyone qualifies... no exceptions! The *5/30 Health Challenge*, which has made a positive impact on the lifestyles of Quebecers, is celebrating its 5th anniversary. Since 2005, more than 300,000 people have signed up for the challenge and have taken action for their health. Once again this year, this large-scale provincial campaign invites young and old to adopt or maintain healthy habits for at least six weeks, from March 1 to April 11, 2009.

Francis Reddy, spokesperson for the fourth year in a row, is taking up the *Challenge* once again this year with his family: "We are very enthusiastic about participating in the *Challenge* again this year. No matter how much physical activity you do or what your diet is like right now, you can benefit from healthy habits. The formula is simple, accessible, and easy to use. I invite all Quebecers to take on the *Challenge*." Register at 530healthchallenge.ca before March 1, whether you're doing the *Challenge* on your own, as part of a team or with your family.

What's new in 2009

During the *Challenge*, participants commit to eating at least five servings of fruit and vegetables every day (the "5" objective) and getting active at least 30 minutes every day (the "30" objective), a minimum of five days a week for six weeks. The *Challenge* is also an opportunity for adults to take stock of their health and take a look at their waistline. Younger people are invited to limit the time they spend in front of a screen, whether watching TV, playing video games or on a computer.

New for this fifth edition, participants who have already reached the 5 and 30 objectives and who want to go further in their efforts can add one or more of the three PLUS objectives: adopting whole grains, strengthening muscles and relaxing to maintain balance.

The Challenge is a major health movement involving tens of thousands of people plus Quebec's cities and towns. Municipalities in the province will be invited to promote the Challenge to their citizens and mobilize actors within their territory.



Anyone can take part, and anyone can win!

Participants receive a wide range of tips and free tools to help them in their *Challenge*, including the IGA 5/30 Health Challenge kit, the 530healthchallenge.ca Web site and e-mails to spur them on.

Participants can also earn prizes with a total value of \$20,000, including a Desjardins registered education savings plan worth \$5,000, which will be awarded to a 5/30 Desjardins Family.

The *Challenge* is based on a proven formula that helps people get in shape and adopt healthy habits, one step at a time, enjoyably and at their own pace. Adopting healthy habits helps prevent a number of lifestyle-related health problems – cardiovascular disease, certain cancers, diabetes, obesity and more. There's no doubt about it: everyone wins when they take part in the *5/30 Health Challenge*!

The 5/30 Health Challenge is an initiative of ACTI-MENU presented by the Prevention Division of the Montreal Heart Institute and the Canadian Cancer Society. It is produced in partnership with the Directions de santé publique du Québec, the Ministère de la Santé et des Services sociaux du Québec and IGA, Desjardins, AstraZeneca, Pfizer, Danone, Dairy Farmers of Canada and Énergie Cardio.

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Source: ACTI-MENU

Information and interviews:

Serge Paradis at 514 277-2670, 514 602-6222 (cell phone) or serge@pkcom.ca

