



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

WHEN CITIES TAKE UP THE CHALLENGE

Montreal, January 30, 2009 – Given its success, the *5/30 Health Challenge* is now involving Quebec cities and municipalities in a friendly competition to stimulate citizen participation in the *Challenge*. Since 2005, over 300,000 Quebecers registered for this major campaign that invites young and old to adopt healthy habits. Which municipality will have the most citizens prepared to take up the *Challenge*? It's anyone's guess!

In 2009, three inter-municipal challenges will take place as part of the *5/30 Health Challenge*:

Mayors who inspire good health!

In the right corner, the mayor of Sherbrooke, Jean Perrault. In the left corner, the mayor of Saguenay, Jean Tremblay. Their mission? To convince as many citizens as possible to take charge of their health by registering for the *5/30 Health Challenge*. It's time for action!

Sainte-Marie: five times the commitment!

In the Chaudière-Appalaches region, the town of Sainte-Marie is getting involved for the second year running and is encouraging four other municipalities to take the road to health. The citizens of Saint-Élzéar, Saint-Isidor, Vallée-Jonction, Frampton and Scot are combining their efforts to shake up the Challenge and beat Sainte-Marie. Are they up to the task?

Trios on the offensive in Lanaudière

The stakes are getting higher in the Lanaudière region! Sainte-Élizabeth, Saint-Cuthbert and Saint-Norbert are issuing a triple challenge. The same applies for Épiphanie, Saint-Jacques and Chertsey, who also want to take up the *5/30 Health Challenge*. Not afraid of a little competition, the town of Mascouche will pit itself against these six municipalities!

Participating municipalities are invited to promote the *Challenge* among their employees and citizens, mobilize key members of their community and collaborate with their regional public health agency. The municipalities with the highest registration rate will win and will be honoured at the closing ceremony for the *5/30 Health Challenge*. Citizens, it's your move!

A win-win formula!

The *5/30 Health Challenge* is based on a positive, winning formula that helps people get in shape and adopt healthy habits, enjoyably and at their own pace. Participants commit to eating at least five servings of fruits and vegetables every day (the "5" objective) and getting active at



least 30 minutes at day (the “30” objective), at least five days a week, for six weeks, from March 1 to April 11, 2009.

Whether on your own, as part of a team, as a family or as part of a friendly competition among fellow citizens, **register at 530HealthChallenge.ca by March 1!**

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 Quebec’s public health boards (the Directions de santé publique du Québec), Quebec’s ministry of health and social services (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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For more information: www.530HealthChallenge.ca

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