



Press release

An award of excellence for the 5/30 Health Challenge

Montreal, May 29, 2009 - ACTI-MENU is pleased to announce that the Société québécoise des professionnels en relations publiques (SQPRP) awarded the ARGENT award of excellence for the social campaign category to the *5/30 Health Challenge* during its awards evening. The event's theme was "Celebrating excellence!" and it drew over 300 people to recognize the top achievements in public relations in Quebec.

The *5/30 Health Challenge* continues to grow year after year, and the communication strategies used by ACTI-MENU and PKCOM earned it the only prize awarded in this category. The SQPRP recognized the excellence of the Quebec-wide *5/30 Health Challenge* campaign with these words: "Through a social campaign based on sustained media relations, combined with a series of initiatives for internal and external audiences, ACTI-MENU and PKCOM have contributed to building awareness among Quebecers and influencing their behaviour when it comes to eating fruit and vegetables and engaging in physical activity."

About 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 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.

For six weeks, from March 1 to April 11, participants commit to eating five servings of fruit or vegetables a day and getting active for at least 30 minutes, five days a week. Participants in the Challenge receive support as they develop new, healthy habits. This support takes the form of tools and practical advice, such as the DefiSante530.ca website, encouraging newsletters and the IGA *5/30 Health Challenge* kit.

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Source: ACTI-MENU

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