



## **NEWS RELEASE – FOR IMMEDIATE RELEASE**

### **The Seventh Annual National Health and Fitness Day Gains Momentum With Thirty Percent Increase in Participating Communities**

(Ottawa, June 2, 2018) This year there was a shift in momentum for National Health and Fitness Day, a grassroots movement to make Canada the fittest nation on earth! With 407 communities who've proclaimed the first Saturday in June, National Health and Fitness Day, or otherwise supporting the initiative, there has been an increase of over 30 percent in support for the movement.

Communities from across the country, both big and small, held events and activities to get their residents outside and active. We've seen a great deal of enthusiasm from communities such as Kamloops, Whitehorse, Winnipeg, Queens County, the Township of Tiny, and Kingston -- whose goal is to become the fittest city in the world!

With the rising crisis of inactivity in Canada, National Health and Fitness Day serves as an opportunity for Canadians to adopt an approach of personal responsibility for the health and fitness.

This year we saw an increase in support from businesses and non-profits, like YMCA Canada, Canadian Kinesiology Alliance, The Great Trail, and the Fitness Industry Council of Canada.

#### **Quotes:**

"It's great to see that more and more communities are promoting ways to get get active on National Health and Fitness Day. There's been a thirty percent growth in the past year as more community leaders appreciate the social benefits of encouraging a healthy lifestyle."

-- Nancy Greene Raine, Former Senator and Olympic Champion

"It's amazing that, since NHFD began in 2010, 407 communities have got into the act to "Make Canada the Fittest Nation on Earth". Within 10 years, let's hope that every First Nation, province, territory, and local government will join in."

-- John Weston, President of the National Health and Fitness Foundation

**Quick Facts:**

- In December of 2014, the National Health and Fitness Act, [Bill S-211](#), became law – when the Governor General granted the Bill royal assent.
- National Health and Fitness Day currently has 407 participating communities.
- Guidelines for adults and older adults (all those over 18 years of age) recommend at least 150 minutes of *moderate- to vigorous-intensity* physical activity per week (Canadian Society for Exercise Physiology [www.csep.ca/guidelines](http://www.csep.ca/guidelines)).

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