

News Release

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Making Canada The Fittest Nation on Earth

Building Community Through Physical Activity

Ottawa – On Friday October the 4th the founders of National Health and Fitness Day (NHFD) were joined by a group of like-minded leaders in the physical activity community to discuss the future of the event. National Health and Fitness Day is held annually across Canada on the first Saturday in June. Currently almost 450 communities have proclaimed NHFD and provide opportunities for their citizens to get active.

NHFD President Pierre Lafontaine feels Canadians can do better, “We know that Canada is fighting an epidemic of inactivity and our goal is to help more people get moving! By having more communities proclaiming National Health and Fitness Day and promoting different initiatives done around the country, we feel we can inspire all Canadians to be more active.”

The discussion focused on the strategic direction of the organization for the next three years. The main activity will be focused on creating opportunities for MPs and Senators to engage their communities in NHFD and finding ways to activate Canadians throughout the year.

"Senator Chantal Petitclerc and I are thrilled to build on the impressive work that was started by Nancy Greene Raine (former Senator) and John Weston (former MP)," said Senator Marty Deacon. "In addition we will be engaging our partners to build our capacity to deliver NHFD."

NHFD is a charitable organization that aims to improve the fitness level of Canadians. The group partners with MPs and Senators as well as organizations like ParticipACTION, Heart and Stroke Association and Canadian Parks and Recreation Association to get Canadians active by bringing attention to the many ways to get moving!

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For further information:

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