



Active Healthy Kids Canada names Elio Antunes to serve as CEO

Antunes will oversee new staff to lead revitalized organization

TORONTO, FEBRUARY 3, 2012 – Art Quinney, Chair of Active Healthy Kids Canada, is pleased to announce that Elio Antunes has been selected as Chief Executive Officer. Antunes is being partially seconded to Active Healthy Kids Canada from his role as Vice President, Partnerships and COO of ParticipACTION, a longstanding strategic partner of the organization. He will retain leadership roles with both organizations beginning February 1, 2012.

“We are thrilled to have someone of Elio’s calibre and experience step forward to lead Active Healthy Kids Canada,” said Quinney. “Our organization is poised to embark on a new strategic plan that will refocus our mission through 2014, and it’s crucial that we have someone with broad expertise and commitment at the helm. As the original founder of Active Healthy Kids Canada, and serving most recently as senior advisor, Elio will hit the ground running.”

Over the next three years, the organization will focus its efforts on three major areas: advancing knowledge through development of the annual Report Card on Physical Activity for Children and Youth; providing leadership to increase child and youth physical activity levels and “improve the grade;” and sharing the Report Card model with other jurisdictions and exploring international partnerships.

Joining Elio in his new role are Rachel Shantz as Marketing Manager and Adrea Fink as Program Leader.



Elio Antunes – CEO Elio is a visionary leader with over 25 years of experience in the physical activity sector, spanning marketing, creative development, government relations, partnership building and sponsorship procurement. Prior to his roles with ParticipACTION and Active Healthy Kids Canada, he was Executive Director of the Ontario Physical and Health Education Association (Ophea), responsible for the steady growth and success of the organization since 1986. Elio founded Active Healthy Kids Canada in 1994. He holds a Bachelor of Physical Education with a minor in Business Administration, and enjoys supporting the active pursuits of his two children.



Rachel Shantz – Marketing Manager Rachel is a marketing professional with over twelve years of advertising agency experience on brands as diverse as Campbell’s Soup, Post Cereals and the Ontario Tourism Marketing Partnership. In her new role, she will divide her time 50/50 between Active Healthy Kids Canada and ParticipACTION, working with the teams that guide marketing communications. Rachel keeps moving by playing recreational and inter-club tennis and is in her rookie season in a recreational women’s hockey league.



Adrea Fink – Program Leader As a fulltime employee, Adrea will be responsible for overseeing all major projects for the organization, from development to execution. Adrea has supported the successful creation and dissemination of the Active Healthy Kids Canada Report Card for four years. Formerly a Project Coordinator, she has taken on increasing responsibilities in the fields of creative management, partnership relations and administration. Adrea holds an honours degree in Biology and coaches competitive gymnastics and cheerleading in her spare time.

“I am happy to assume this role with Active Healthy Kids Canada because I believe that the organization’s work brings much-needed attention to the inactivity issue in this country,” says Antunes. “I look forward to working with Rachel and Adrea, along with our strategic partners the Healthy Active Living and Obesity Research Group at the Children’s Hospital of Eastern Ontario (CHEO-HALO) and ParticipACTION, to advance our impact even further— we all believe strongly in the role of physical activity in the healthy development of our young people.”

About the Active Healthy Kids Canada Report Card

The Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth is the most comprehensive annual assessment of children's and youth's physical activity in Canada. Active Healthy Kids Canada works with its strategic partners to develop and disseminate the Report Card. **The Children's Hospital of Eastern Ontario Research Institute's Healthy Active Living and Obesity Research Group (CHEO-HALO)**, established to provide national leadership and research excellence for the prevention and treatment of obesity in children and youth, works with our Research Work Group to lead the coordination, data collection and analysis necessary to develop the Report Card, and provides access to the latest research findings. **ParticipACTION**, the national voice of physical activity and sport participation, provides communications management to produce and deliver the Report Card. Full copies of the short form and long form Report Card, plus free presentations, articles and media materials, can be found at www.activehealthykids.ca. For more information on CHEO-HALO, please visit www.cheori.org/halo. For more information on ParticipACTION, please visit www.participACTION.com

About Active Healthy Kids Canada

Active Healthy Kids Canada is a charitable organization that advocates the importance of physical activity for children and youth where they live, learn and play. As a national leader in this area, Active Healthy Kids Canada advances knowledge to influence decision-makers at all levels, from policy-makers to parents, in order to increase the attention given to, investment in, and effective implementation of physical activity opportunities for all Canadian children and youth. For more information, please visit www.activehealthykids.ca

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