

active healthy kids day

MEDIA RELEASE

Attention: Assignment/Health/Education/News Editors

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For Immediate Release

300,000 CANADIAN KIDS MOVE TO THE MOON FOR ACTIVE HEALTHY KIDS DAY

TORONTO, ON (May 27, 2004): On Thursday, May 27, 2004 an estimated 300,000 Canadian children and youth will move to the moon! They will “move” as part of national Active Healthy Kids Day, a day celebrated annually by Active Healthy Kids Canada in an effort to raise awareness of the importance of physical activity for Canadian children and youth. As part of Active Healthy Kids Day, the Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD) has issued this year’s national school challenge - *Move to the Moon* – where children and youth are encouraged to engage in a variety of physical activities in order to move a combined distance of 384,403 km - the distance from the earth to the moon!

“Active Healthy Kids Day is a great way to get the entire nation involved in keeping Canada’s kids active,” said Dr. Mark Tremblay, Chair, Active Healthy Kids Canada. “This year’s challenge, *Move to the Moon*, is unique in that it’s a fun way to get kids excited about physical activity and to raise awareness of the need for physical activity in addressing childhood obesity.”

This year marks the third annual Active Healthy Kids Day, which is recognized each year on the last Thursday in May. Previous national Active Healthy Kids Day challenges included the Guinness World Record breaking *Hokey Pokey Challenge* in 2002, and last year’s *Conga Across Canada*, wherein 260,000 Canadian students danced in conga lines.

“Getting so many children active in a national event like *Move to the Moon* is a great accomplishment,” said Garth Turtle, President, CAHPERD. “We hope that schools will use this event as a kick-off to increased opportunities for children and youth to be physically active at school throughout the year.”

This year, Active Healthy Kids Canada and CAHPERD welcome the support of Sun-Rype Products Ltd. for Active Healthy Kids Day. Every student that participates in the *Move to the Moon* challenge will receive healthy snacks courtesy of Sun-Rype.

For an up-to-date list of all schools across Canada that have registered to participate in Active Healthy Kids Day and the *Move to the Moon* national school challenge, please visit <http://www.cahperd.ca/e/internat/MoveToTheMoon.htm>.

Sun-Rype Products Ltd. is a leading Canadian manufacturer and marketer of fruit-based juices and snacks, including flagship Blue Label 100% Pure Apple Juice and Fruit to Go 100% fruit snacks. At Sun-Rype, we are committed to providing simple, portable nutritious products that make it easier for today's busy families to incorporate healthy eating into their lives. The Sun-Rype brand is renowned for wholesome goodness and quality, and has been a trusted brand amongst generations of Canadian families for more than 50 years.

The Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD) is a national, charitable, voluntary-sector organization whose primary concern is to influence the healthy development of children and youth by advocating for quality health, physical education and sport experiences. Since its inception in 1933, CAHPERD has become recognized as the voice of physical and health education in Canada.

Active Healthy Kids Canada (formerly The Foundation for Active Healthy Kids), was established as a charitable organization in 1994 to advocate the importance of physical activity for children and youth. As a national leader in this area, Active Healthy Kids Canada provides expertise and direction to 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.

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