



MEDIA RELEASE

Attention: Assignment/Health/Education/News Editors

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**OLYMPIC ATHLETES VISIT CANADIAN SCHOOLS
TO PROMOTE PHYSICAL ACTIVITY**

TORONTO, ON (June 7, 2004): Five prominent Canadian Olympic athletes will visit schools across Canada over the next two weeks to promote *activ8* and to discuss the importance of daily physical activity. The athletes will deliver motivational talks to students as part of the *activ8* Celebratory Events.

The *activ8* Celebratory Events are designed to recognize schools that regularly use the *activ8* resource to engage children and youth in fun, unique physical activity programming.

activ8 is a national, school-based, physical activity challenge program. Developed by Active Healthy Kids Canada, *activ8* is delivered to schools across Canada in partnership with the Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD).

General Mills Canada Corporation (GMCC) is the presenting sponsor of *activ8* and of the *activ8* Celebratory Events.

"*activ8* is an innovative program that offers great ways to get young kids interested and involved in physical activity," said Christi Strauss, President, GMCC. "All of us at General Mills are delighted to help bring this program to schools across Canada."

The athletes who will be speaking to Canadian students include: Alexandre Despatie (diving), Joanne Malar Morreale (swimming), Dianne Norman (women's basketball), Mike Mintenko (swimming), and Claire Carver-Dias (synchronized swimming). They will be visiting schools in Vancouver, British Columbia, Calgary, Alberta, Winnipeg, Manitoba, Brampton, Ontario, and Windsor, Nova Scotia.

The schools chosen to host an *activ8* Celebratory Event were selected because of their commitment to promoting physical activity opportunities for their students. In addition to using *activ8*, these schools offer a wide range of health and wellness initiatives.

"We are excited to be able to offer five Canadian schools the *activ8* Celebratory Events," said Dr. Mark Tremblay, Chair, Active Healthy Kids Canada. "Our goal is to engage all children and youth across Canada in physical activity, and a visit from a prominent athlete is a great way to motivate students to get active."

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.

Through its Community Action program, General Mills Canada Corporation is dedicated to working with communities to address various societal needs. With a primary focus on youth nutrition and fitness, GMCC is committed to fostering good nutrition and fitness behaviours among young Canadians. Established in 1954, GMCC is based in Mississauga, Ontario. The company's flagship brand is Cheerios, Canada's number one cereal brand. Other popular brands made by General Mills include Green Giant, Old El Paso, Betty Crocker, Pillsbury and Hamburger Helper. This year marks General Mills' 50th anniversary.

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 where they live, learn, and play. 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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