



MEDIA RELEASE

Attention: Assignment/Health/Education/News Editors

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**ONTARIO PREMIER SUPPORTS ACTIVE HEALTHY KIDS CANADA IN
FIGHTING CHILDHOOD OBESITY**

TORONTO, ON (January 29, 2004): In response to the growing rates of childhood obesity and other diseases related to physical inactivity, Active Healthy Kids Canada and General Mills Canada Corporation (GMCC), joined by Ontario's Premier, Dalton McGuinty, today launched activ8, a national, school-based physical activity challenge program.



At a time when physical activity levels among children and youth are in drastic decline, and serious illnesses and diseases, such as obesity, type 2 diabetes, and heart disease, are subsequently on the rise, kids need motivation and opportunities in order to be physically active. activ8 meets this need by helping all students, regardless of ability, to develop a positive attitude about being physically active.

"What makes activ8 unique, is that it emphasizes personal development and celebrates individual achievements", said Dr. Mark Tremblay, Chair of Active Healthy Kids Canada. "It ensures that all students succeed to the best of their own ability."

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Over 300 students and teachers at St. Vincent de Paul Elementary School in Mississauga, Ontario, participated in a demonstration of activ8 activities.

They were accompanied by Premier McGuinty, Dr. Mark Tremblay, Olympic Bronze Medalist, Claire Carver-Dias, GMCC President, Christi Strauss, and Global Television Sports Anchor, Lori Belanger.

GMCC, the presenting partner for activ8, generously provided funding support for the national delivery of this program. The Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD) provides assistance with the delivery of activ8 by promoting the program to schools across Canada.

In addition, the Ontario government, as part of their commitment to the health and well-being of Ontario's children and youth, provides funding to support the delivery of activ8 within Ontario.

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.

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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