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**For Immediate Release  
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**SIMON SAYS “EAT WELL....AND GET MOVING!”**

GREATER VICTORIA – Fitness and healthy eating will take centre stage in Greater Victoria schools starting next month when the 5<sup>th</sup> annual Eat Well Get Moving! Challenge gets underway. The program, which brings awareness about physical activity and nutrition directly to school-aged children, will have special significance this year as students participate in the program while athletes from around the world gather in Vancouver for the 2010 Winter Olympic and Paralympic Games.

Gold Medal Olympic Athlete and Victoria resident Simon Whitfield knows the importance of healthy eating and an active lifestyle. “Eat Well Get Moving! encourages kids to eat well and be active”, says Whitfield. “The goal is to get kids moving and enjoying being active so they will stay active throughout their lives.” Simon supports the Eat Well Get Moving! program and encourages all Greater Victoria students to participate, in support of Canada’s 2010 Olympic and Paralympic Athletes.

“Eat Well Get Moving! was developed to curb the rising incidence of childhood obesity seen throughout the Province, including right here on the Southern Island,” said Janelle Hatch, Community Nutritionist with the Vancouver Island Health Authority. “The program aims to make eating well and being active the fun and easy choice for students. Healthy living can help to support children’s growth, development and learning.”

The program is a partnership between the Vancouver Island Health Authority and recreation centres throughout Greater Victoria. The BC Cancer Agency’s Prevention Programs also supports a peer component of the program where high school students educate younger students in the program about the importance of healthy eating and staying physically active. The program is fun and interactive and encourages school-aged children to engage in 90 minutes of activity and eat 5 servings of fruits and vegetables each day, in accordance with Canada’s Physical Activity Guide and Canada’s Food Guide.

Eat Well Get Moving! runs from February 1 through April 30, 2010. Schools that are interested in being a part of the program can visit the program website

[www.fitinfitness.ca/shared\\_ewgm.html](http://www.fitinfitness.ca/shared_ewgm.html) or speak to their school Public Health Nurse.

Participating schools will get a chance to win fabulous prizes including class pizza parties from Villages Pizza, Thrifty Foods Smile Cards to purchase healthy snacks, tickets to Salmon Kings

hockey games and the grand prize, a \$700 gift certificate from Frontrunners for a school to buy sports equipment.

Eat well and get moving today and every day!

**For more information, please contact:**

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