

MEDIA RELEASE

Get active with the Winter Blitz!

(Moncton, N.B. – February 8, 2010) South East New Brunswick is getting *in motion* with a Winter Blitz challenge for everyone!

The challenge is simple: get out and enjoy winter activities in New Brunswick and be active for a minimum of 30 minutes every day for 2 weeks. The challenge runs from February 15-28th, and anyone can participate. There are many ways you can get out and enjoy winter fun in New Brunswick. Try something new, like snowshoeing, or take a hike in your community. Enjoy one of the many rinks in the area, indoor or outside. Build a snowman, or go sliding. Be *in motion!*

Flyers are being sent to schools in Districts 1, 2 and 11 to encourage students and their families to get *in motion*. Participants can also clip the entry form out of the Times & Transcript or L'Etoile to participate. Tally the days you are active for at least 30 minutes, and then send in your success stories or pictures. You could win a family ski pass to Poley Mountain – another great way to get *in motion*.

Partners of South East In Motion include School Districts 1, 2 and 11, Horizon Health Network, Regional Health Authority A, the Université de Moncton, the Department of Wellness Culture and Sport, Dieppe, Riverview and Moncton, the YMCA of Greater Moncton, and community champions who want to help get our community moving. The *in motion* physical activity and health promotion strategy was launched locally last spring. Local schools and workplaces are taking part, and every day things are happening in individual communities to remind people how much fun it is to be active.

To learn more about *in motion*, visit our brand new website at www.nbinmotion.ca

For more information, contact:

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