

September 14, 2009

Campbell River Receives Grant to Provide Community Walking Program

Campbell River is one of 32 communities to receive a grant from BC Recreation and Parks Association. Part of the \$5,000 grant will support a free, eight-week Community Walking Program starting the third week of September.

"We encourage all levels of walkers to join us and welcome those newly returning to physical activity participation," explains Active Campbell River coordinator Kris Calver. *"Walking is an easy, free way to be active, and just 30 minutes of walking a day will lead to positive health benefits,"* she adds. *"The free community walks will be social, fun and offer many other perks."*

The mid-day walks will take place from noon to 1 p.m. each Tuesday from September 22 to November 10 on a drop-in basis (no registration required) leaving from Robron Centre. Participants will receive a free water bottle, pedometer and introductory kit. There will be two walk leaders and occasionally a guest walker will join the group to share expertise. Each walk will conclude with refreshments, and all participants will be entered to win a grand prize.

Active Campbell River is striving to increase the physical activity levels of people in the community. *"In British Columbia nearly half of adults aged 35 to 54 years old are not active enough to achieve health benefits,"* says Suzanne Strutt, CEO of the BC Recreation and Parks Association. *"In order to make a difference, we are working with communities on a variety of levels to provide them with the tools, resources and support to get people moving – in the garden, in local parks or at their local recreation centre."*

The grant is one of several joint initiatives the BC Recreation and Parks Association and the Heart and Stroke Foundation of BC and Yukon is implementing as part of its work with the BC Healthy Living Alliance, a coalition of organizations that came together with the mission to improve the health of British Columbians. The BC Healthy Living Alliance is funded through the Provincial Government and ActNow BC. For more information on these initiatives, visit www.PhysicalActivityStrategy.ca.

People wanting more information about the walks can contact Kris Calver at 250.898.7192 or 250.286.1161 or via email at kris.calver@campbellriver.ca.

About Active Campbell River

Active Campbell River's mission is to build on the strength of our existing community to educate, encourage, facilitate and support the residents of Campbell River and area to move towards a more active lifestyle. The ACR Committee is a widely represented group of community representatives and they began meeting in 2006 and produced the Active Campbell River Strategic Plan in 2007. For more information about Active Campbell River and being active in Campbell River, please visit www.activecampbellriver.ca or email kris.calver@campbellriver.ca.

About BC Recreation and Parks Association

The British Columbia Recreation and Parks Association (BCRPA) is a not-for-profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC. Established



in 1958, the Association is an advocate and central resource agency for members and stakeholders of the parks, recreation, physical activity and culture sector. For more information, visit www.bcrpa.bc.ca.

About Heart and Stroke Foundation of BC & Yukon

The Heart and Stroke Foundation, a volunteer-based organization, leads in eliminating heart disease and stroke through the advancement of research and its application; the promotion of healthy living; and advocacy. For more information, visit www.hsf.bc.ca.

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