**2018 National Health and Fitness Day   
*Let’s work together to make Canada the Fittest Nation on Earth!***

**Media Advisory**

[Media Advisory - instructions to event organizer: fill out yellow sections and e-mail to local news

contacts approximately five days before your event.]

[Insert your organization’s logo here]

***FOR IMMEDIATE RELEASE***

**GET UP, GET OUT and GET ACTIVE**

**On National Health and Fitness Day, Saturday June 2nd , 2018**

***[Organization] is taking part in National Health and Fitness Day***

**City Name (Province/Territory) Date** – To mark this year’s National Health and Fitness Day, an initiative to make Canada the ***Fittest Nation on Earth***, [your organization] is hosting [insert a short description of your event.]

National Health and Fitness Day is an initiative to make Canada the fittest nation on earth! The day, June 2nd , 2018, provides an opportunity for municipalities and all citizens to mark the day with local events to celebrate and promote the use of local health, recreational, sports and fitness facilities. The objective is to inspire Canadians to become fitter and more active which will result in reduced health care costs attributed to preventable diseases related to inactivity. This initiative is supported by kinesiologists and their professional health associations.

[Insert quote from your organization about why you’re excited to participate in NHFD. For example: “We’re thrilled to take part in NHFD and want to encourage all Canadians to be more active ….,” says [insert name, title]. “The city of \_\_\_\_\_\_\_\_\_\_\_ has a long tradition of supporting health and fitness. Physical activity is great for our community and is something we can all get behind.”]

WHAT:

WHEN:

WHERE:

WHO: [name key individuals who will attend the event – Mayor, Celebrity, City Official…]

**About National Health and Fitness Day**

After years of working with local community groups and national health promotion organizations to review ways of improving health and fitness in Canada, Senator Nancy Greene Raine saw passage of Bill S-211, **the National Health and Fitness Day Act,**  in December 2014. The passage of the Bill creates a strong impetus towards bringing communities together every year on the first Saturday in June, to highlight the importance of Health and Fitness.

Currently hundreds of municipalities across the country from east to west to north have proclaimed the day and are planning to celebrate the day by hosting activities, promoting the use of local health, recreation, sports and fitness facilities, as well as simply encouraging people to Get Up, Get Out and Get Active!

**About Your Organization:**

Add boiler plate content

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For more information or to speak to a spokesperson, please contact:

Your name

Your organization

Include your web address for more information.

Your telephone number

Your e-mail address