



NEWS RELEASE

Abbotsford Celebrates Healthy Living with Diwali Sehat Mela

Abbotsford, November 7, 2007 – Abbotsford's Diwali celebration for 2007 will add a focus on healthy living and cancer prevention to its annual celebration of light. Working in partnership, the Canadian Cancer Society, In Motion and the City of Abbotsford will jointly host the first annual Diwali Sehat Mela (Diwali Health Fair) on November 10, 2007 at the Ag Rec building, Abbotsford Exhibition Park.

“Diwali is an important celebration for our community as is the health and well-being of our residents,” says Abbotsford Mayor, George F. Ferguson. “This event is a perfect opportunity for young and old to refocus a personal commitment to healthier living.”

Diwali is a South Asian festival celebrated around the world for many reasons, including overcoming evil and celebrating new beginnings. The literal translation of Diwali is a “row of lights” and most celebrations involve the symbolic meaning of light to humanity.

“We are really looking forward to the luminary ceremony that will be taking place during the event. The lit candles will not only celebrate Diwali, but will also represent hope for a healthier future,” says Natasha Raey, Health Promotions Coordinator for the Canadian Cancer Society.

Abbotsford's festivities will include traditional Bhangra performances, short plays about Diwali and health, yoga demonstrations and a luminary celebration. There will be door prizes and giveaways as well as interactive exhibit booths featuring activities for children, food taste testing, mehndi skin art and opportunities to measure your blood pressure. Volunteers from the Canadian Cancer Society, the In Motion program and the City of Abbotsford will be on hand to offer information on cancer prevention through exercise and proper nutrition.

The Diwali Health Fair will be held in the Ag Rec Building of Exhibition Park from 2:00 p.m. to 5:00 p.m. and admission is free. Proceeds from the sales of luminary bags go to the Canadian Cancer Society to fund information services and research.

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