



NEWS RELEASE

ParticipACTION Sun Life – *Inspire the nation* tour arrives in Abbotsford

Abbotsford, July 17, 2009 – Sun Life and ParticipACTION have teamed up to inspire all Canadians to get active and join the physical activity movement. The ParticipACTION Sun Life - *Inspire the nation* tour will arrive in Abbotsford at Exhibition Park on Monday, July 20 from 12:00 p.m. - 3:00 p.m.

“I encourage all residents to participate in this program,” said George W. Peary, Abbotsford Mayor. “I want Abbotsford to be the healthiest community in British Columbia and I encourage residents to make an effort to do something that gets them moving every day – whether it’s walking the dog or taking the stairs - let’s make our community a place full of healthy, active people.”

The goal of the *Inspire the nation* tour is to encourage people to get active and get moving through simple, inexpensive ways. Residents are encouraged to visit the “Inspiration Booth” at Rotary Stadium to receive a free pedometer, interact with tour staff, and record a video about how they have added more activity into their lifestyle. Each video will be made into a ParticipACTION Sun Life commercial that can be emailed to family, friends, and colleagues. Each commercial will be uploaded to ParticipACTION’s online Wall of Inspiration and some stories will be selected to be featured in ParticipACTION’s nationally aired television commercials in the fall of 2009.

The tour is being supported by Sun Life Financial’s Abbotsford Financial Centre and Healthy Abbotsford, a community health initiative that encourages Abbotsford to eat well, be active and live tobacco free.

Abbotsford is one of the 31 cities on the tour’s nine-week, cross-country tour.

For more information visit www.participaction.com or www.healthyabbotsford.ca

-30-

For more information contact:

Tracy Klassen
Manager, Communications
City of Abbotsford
604-864-5564
tklassen@abbotsford.ca