



MEDIA ADVISORY: “Move your Feet!” launches April 23

On April 23, over 50 doctors and allied health professionals will launch a friendly challenge to over 500 students in grade 2 classes in the Capital Region.

With the slogan “**Move your Feet!**”, the call to be active for 60 minutes or more a day will ring through a series of events organized to encourage healthy living in children as a key to curbing rising child obesity rates in our province.

Move your Feet will be fun and community-driven. Ten teams of health professionals will pair up with a local Grade Two class in each of ten schools. Throughout the 3-week challenge, the health teams and Grade Two classes will track daily minutes of activity and record them on www.moveyourfeetnb.org. Each week during the event, health teams will meet with the students to join in fun activities and chat with them about healthy food choices. Healthy living and eating tips and resources and blogs from participants will be shared on the event’s website.

Launch events will occur at participating schools on April 23 at varying times. The event will run until the wrap-up celebrations at each school on May 14, 2014.

The schools include Assiniboine Avenue Elementary School, Chipman Elementary School, Connaught Street School, Gibson-Neill Memorial Elementary School, Harvey Elementary School, Keswick Ridge School, Kingsclear Consolidated School, Minto Elementary Middle School, Montgomery Street School, and Nackawic Elementary School.

Media are asked to contact the New Brunswick Medical Society office to be connected with physician and school spokespeople, to learn the schedule of launch events on April 23, and for background information.

This event is led by Doctors 4 You, a part of the Capital District Medical Society (a local chapters of the New Brunswick Medical Society). It is sponsored by the New Brunswick Medical Society and New Brunswick Eggs, and has been planned in partnership with Anglophone West School District and the University of New Brunswick.



ANGLOPHONE WEST SCHOOL DISTRICT

