



**Contact:**

Tracy Steere  
Abbotsford *in motion* Project Leader  
604-870-7842  
[Tracy.Steere@fraserhealth.ca](mailto:Tracy.Steere@fraserhealth.ca)

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## **Falls Here, It's Time to Get 'in motion' Abbotsford**

**Abbotsford's third annual "Fall...*in motion* Challenge" starts October 1, 2007 with Kick Off Rally: every resident is challenged to do 30 minutes of activity a day in October.**

**Abbotsford, BC** – Abbotsford is getting ready to get *in motion* as the third annual Fall...*in motion* Kick Off Rally will be taking place on October 1, 2007. The Kick Off Rally runs from 10:30 to 11:30 am at Rotary Stadium. This fun, physical activity rally encourages residents to take part in the challenge and joins special guests, Kathy Kovacs (CTV), the Felions and Mary Embury. Featured entertainment will include fitness and dance demonstrations, an *in motion* Fitness Challenge and several surprise sports celebrities.

Throughout the month of October, residents of Abbotsford are challenged to do 30 minutes of physical activity each day. This can be an accumulation of minutes of activity throughout the day or one 30 minute activity. Every resident, any age or physical condition, can participate. Just keep track in your activity log and send it to *in motion* by November 7, 2007 to be eligible to win one of over 1,000 incredible prizes, including a trip for two anywhere in Canada WestJet flies.

Activity logs are available online [www.abbotsfordinmotion.ca](http://www.abbotsfordinmotion.ca), or can be picked up from the Matsqui and Abbotsford Recreation Centres, all Abbotsford Envision Financial branches, University College of the Fraser Valley, The Abbotsford News and Abbotsford City Hall.

Tracy Steere, interim *in motion* Project Leader says: "most residents are aware that an inactive lifestyle increases risk of diabetes, heart disease, certain cancers, and more. The purpose of the Fall *in motion* Challenge is to support people to develop a healthier lifestyle, develop the behavior change for 30 days and provide an example that it can be

fun! We encourage people of all ages to participate in our third annual Fall *in motion* Challenge! Every year we look forward to receiving participants' completed activity logs in early November."

Steere adds "we are proud to report that 95% of our elementary and middle schools are now *in motion* schools. Workplaces in Abbotsford are also starting to 'jump' on board by becoming *in motion* workplaces as well. It doesn't have to stop at schools or workplaces. Any club, organization or group that is interested in promoting healthy living can contact the *in motion* office for more information."

The BC Education Ministry has launched the most aggressive physical activity plan in Canada: by September 2008 students will need to include 30 minutes of activity a day or 150 minutes a week. This plan is not about mandatory PE, but about daily physical activity. From the details reported this can include walking to school, playing with friends and other activities outside schools. Abbotsford is leading the way with the Fall...*in motion* challenge! Over 20,000 activity logs were distributed throughout the school district for students, faculty and staff to take part in the challenge.

The City of Abbotsford was one of the first organizations to get behind the *in motion* initiative because they recognized the importance for citizens of every age group to increase physical activity as it makes for a healthier community.

*In motion* is a health promotion strategy led by several organizations: the City of Abbotsford, Fraser Health, Abbotsford School District, Envision Financial, Abbotsford Community Health Committee, University College of the Fraser Valley, and the Abbotsford News.

Fall...*in motion* is about making physical activity fun. "We are grateful for the commitment and support of our Fall...*in motion* sponsors—CTV, Act Now BC, JR fm, Veggie Patch, and Great-West Life Assurance Company" says Steere.

The entire community is invited to come out and celebrate making physical activity a part of their lives at the rally. To find out more about *in motion*, give us a call at (604) 615-DO IT (3648).

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Photos available. Interview opportunities available. Contact Tracy Steere at 604-870-7842.