

July 23, 2009

New Westminster Receives Grant to Promote Benefits of Physical Activity

The City of New Westminster is one of 36 communities in the province to receive a grant from the BC Recreation and Parks Association to promote the benefits of physical activity to adults. Active Communities New Westminster will administer the “ACTIVE IS...” marketing campaign that is aimed at adults in the 35 – 54 year old group. Beginning on August 1, the 10 week advertising promotion will encourage and inspire those in this group to embrace a more active lifestyle.

“In British Columbia nearly half of adults aged 35 – 54 years old are not active enough to achieve health benefits,” says Suzanne Strutt, CEO of the BC Recreation and Parks Association. “In order to make a difference, we are working with communities on a variety of levels to provide them with the tools, resources and support to get people moving – in the garden, in local parks or at their local recreation centre.”

The grant is one of several joint initiatives the BC Recreation and Parks Association and the Heart and Stroke Foundation of BC and Yukon is implementing as part of its work with the BC Healthy Living Alliance which is funded through the Provincial Government and ActNowBC.

The inspirational advertisements are linked together with the “ACTIVE IS...” theme and in New Westminster, “Active Is...anything that you make it.” We’ve chosen a variety of descriptors to highlight that physical activity is achievable and beneficial to all residents: Active Is....easy, fun, satisfying, empowering!

The City of New Westminster, through its Active Communities Initiative, encourages all residents to embrace an active lifestyle and reap the benefits that regular physical activity can bring. “ACTIVE IS...NEW WESTMINSTER!”