



Dr. Colin Carrie MP Oshawa

The Play Exchange launches the Active at School Challenge
Government of Canada supporting schools across Canada to share ideas for getting children and youth healthier and more active!

News Release

For Immediate Release

Ottawa, ON April 3, 2014 –Today, the Government of Canada and partners are challenging students, teachers, principals, school boards and parent councils to get involved in promoting active and healthy living across Canada by joining The Play Exchange.

“This is a great initiative to help encourage healthy lifestyles and activities to young Canadians,” stated Dr. Colin Carrie, Member of Parliament for Oshawa and Parliamentary Secretary to the Minister of the Environment. “Childhood obesity is a serious problem and our Government is committed to do our part in addressing this issue.”

The Play Exchange’s *Active at School Challenge* is looking for the best idea in each province and territory that helps children achieve one hour of physical activity every day. The Play Exchange’s *Active at School Challenge* will provide \$3,000 to the top innovation, entered by a school, in each province and territory.

To qualify for this special investment, all school-submissions need to include a minimum of one hour of daily physical activity. Submissions can be made at www.playexchange.ca.

All school submissions will also qualify for the main Play Exchange competition, which is open to all Canadians, and not just schools. **The winner of the Play Exchange could receive up to \$1 million to put their idea into action.**

The Play Exchange is funded, in part, by the Government of Canada and supported by Canadian Tire, Canadian Broadcasting Corporation, and LIFT Philanthropy Partners.

Quick Facts

- Three in five adult Canadians are living with chronic illnesses such as type 2 diabetes, heart disease, and some types of cancer.
- A third of all Canadian children and youth are already overweight or obese.
- Children who are overweight or obese are at high risk for serious childhood diseases like pre-diabetes, asthma, joint problems, and liver disease. They have an 80 per cent chance of becoming obese adults, and may show heart disease as early as age 25.
- Only 4 percent of Canadian children are getting the recommended amount of daily physical activity.
- The Play Exchange’s *Active at School Challenge* will accept applications until June 18th, 2014

FOR FURTHER INFORMATION

Greg Howard, Office of Colin Carrie MP, 613-996-4756

Constituency office
57 Simcoe St S Unit 2B
Oshawa, ON L1H 4G4
Tel 905.440.4868
Fax 905.440.4872
Email carrie.c@parl.gc.ca

Ottawa office

410 Justice Building
Ottawa, ON K1A 0A6
Tel 613.996.4756
Fax 613.992.1357
Web: colincarriemp.ca