

Media Release

For immediate release

October 12, 2009

Miramichi will officially be in *motion* this Thursday

Members of the Miramichi in *motion* steering committee are getting excited because the launch of the in *motion* strategy is drawing near. In *motion* is a community-wide active living strategy which promotes daily physical activity. The strategy was adopted by the province of New Brunswick in the spring and Miramichi was selected as a pilot site for the first year.

Miramichi in *motion* will officially launch this Thursday, October 15th and all are encouraged to attend. "The event is for all ages and for all fitness levels," says Allison Holland, Wellness Coordinator for the Miramichi Region. "We are hoping to see many from our community come out to participate and show support for this important first step towards making Miramichi a more active and healthy community." The founding partners for Miramichi in *motion* are the Horizon Health Network – Miramichi Zone, School District 16, and the City of Miramichi. Representatives from these partners will be present at the launch to show support for the new strategy. The event will include a fun warm up, a community walk and lots of prizes will be given away.

Miramichi in *motion* will officially launch this Thursday, October 15 at 6:30pm on the lawn outside the Golden Hawk Recreation Center next to Maher Street in Chatham. The rain location for this event will be inside the Golden Hawk gym however as Holland optimistically states, "the forecast is looking clear."

For more information on the launch event or the in *motion* strategy, you can contact Allison Holland at 623-2498.

