

Media Release

For Immediate Release

October 20, 2009

Miramichi is officially in *motion*

The community-wide active living strategy, in *motion*, officially launched in Miramichi on Thursday October 15. The event drew a crowd of close to 200 participants who gathered on the lawn outside the Golden Hawk recreation center.

“Miramichi in *motion* is being implemented by 3 founding partners and we were fortunate to have representatives at our launch from all of them,” says Allison Holland, Wellness Coordinator for Miramichi Region. The three founding partners for Miramichi in *motion* are Horizon Health Network – Miramichi Zone (represented by Fonda Kazi VP for Community), School District 16 (represented by Richard Walsh, Director of Education), and the City of Miramichi (represented by Deputy Mayor Nancy Lordon). Also present at the launch was Bill Fraser, MLA for Miramichi Bay du Vin who has shown strong support for bringing the in *motion* strategy to the people of Miramichi.

The event began with words of support from the partner representatives and then the crowd participated in a group warm up dance performed to the Black Eyed Peas song “I gotta feelin.” After the warm up dance the crowd took off on a community walk and at the end of the walk all participants received either an in *motion* water bottle or tote bag.

“The event was a big success,” says Holland, “we were surprised with the turn out given the cool temperature.”

Miramichi in *motion* will focus on two targeted strategies for the first year of implementation, older adults (50 plus) and children/youth. The next step for the Miramichi in *motion* team is to develop action groups for these two strategies and start working on promotions, educational material and programs.

For more information on Miramichi in *motion* you can contact Allison Holland, Wellness Coordinator for Miramichi Region: 623-2498.