

Contest for a Healthy Brome Missisquoi Launch

Bedford, March 14, 2011 – The Center for Health and Social Services La Pommeraie, The MRC Brome-Missisquoi, The Brome-Missisquoi Community Development Corporation, Horizon pour elle, and Townshippers' Association are proud to be launching their 4th edition of the contest for a **Healthy Brome Missisquoi**. The contest originated from a partnership between many organisations and has existed since 2007. Its' objective is to encourage the population of Brome-Missisquoi to adopt and maintain a healthy lifestyle in order to improve physical and mental health.

An Example for the Community

For the second consecutive year, the Healthy Brome-Missisquoi committee has appointed an ambassador to further sensitize the population to take care of their health and participate in the contest. The committee would like to point out the exceptional participation of the **Maison de la Famille des Frontières de Bedford** being named ambassador of the 2010-2011 contests.

New for 2011 edition

This year, the contest will be taking place from April 25 to May 15, 2011 and it is addressed to all community organisations in the region. The organisations and their members are invited to participate in the contest by creating **a new objective** aligned with the *0-5-30 enhanced* and exercising it several times throughout the three week period.

- Help stop smoking (0 tobacco)
- Provide respect and equality to help stop violence (0 violence)
- Adopt healthy eating habits (5 fruits and vegetables)
- Provide mutual aide and assistance (5 helpful gestures)
- Be physically active (30 minutes of physical activity)
- Take time daily for yourself (30 minutes for oneself)

For information and/or register : Alexandra Shano, nutritionist for public health at the CSSS La Pommeraie, 450-266-4342, option 4, extension 4483
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Working together, we can enjoy taking care of our health!

-30 -

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