



Clubs Garçons et Filles du Canada  
Boys and Girls Clubs of Canada

## MEDIA RELEASE

### Boys and Girls Clubs of Canada and Kraft Canada Team Up To Launch National Healthy Living Program

*Cool Moves* challenges kids to *Play Cool* and *Eat Smart*

**FOR IMMEDIATE RELEASE: (Toronto, ON, March 18, 2005)** – Boys and Girls Clubs of Canada today announced the launch of a national program that aims to encourage healthy lifestyles among Canadian children. “*Cool Moves*”, created with the support of Kraft Canada, will offer children the opportunity to learn how to “*Play Cool*” by incorporating more physical activity into their daily lives, and “*Eat Smart*” by learning about the kinds of foods that make up a healthy diet.

“Two-thirds of Canadian school-aged children are not active enough for optimal development and 25% of Canadian children are considered overweight according to the Canadian Council on Social Development,” said Pam Jolliffe, the organization’s National Executive Director. “These are alarming statistics that point to the urgent need to educate all young people about the importance of making healthy food choices and exercising daily for lifelong health. We think *Cool Moves* provides an excellent opportunity to teach kids about health and nutrition in a fun, interactive way.”

The *Cool Moves* program will focus on club members in the eight to 12 age group, reaching more than 65,000 of the over 150,000 children and youth who attend Boys and Girls Clubs across Canada. Unlike many organized sports programs, *Cool Moves* is designed to appeal particularly to young people who are least active, by helping them overcome barriers to being physically active. Participants don’t have to get involved in a traditional sports activity to be physically active and can “*Play Cool*” at their own pace. The “*Eat Smart*” element of the program will help teach children how to achieve healthy, realistically balanced eating habits.

“Our support of Boys and Girls Clubs of Canada and the development of the *Cool Moves* program is another example of our commitment to helping Canadians make healthy, balanced lifestyle choices,” remarked Fred Schaeffer, President, Kraft Canada. “This program empowers children to make positive choices that can set the foundation for a long and healthy future.”

Children will be encouraged to participate in *Cool Moves* individually and in groups. Each participant will receive a journal to record his or her efforts to “*Eat Smart*” and “*Play Cool*” on a weekly basis. He or she can then share healthy choices with others at the club and track progress from week to week. Awards will be given for achievement in three different levels of participation.

Earlier today, Children at the St. Alban’s Boys and Girls Club in downtown Toronto were given the opportunity to test drive the new program. Olympic rower Dorota Urbaniak spoke to the children about her experiences and participated with the children in a variety of fun, physical activities, including skating, dance and rock climbing. Children were also given the chance to prepare fun, healthy snacks from the *Cool Moves* recipe book for event guests.

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Throughout the development of the Cool Moves program, Boys and Girls Clubs of Canada received valuable guidance from Linda Millar, Vice-President, Education, Concerned Children's Advertisers, as well as from a number of experts in the areas of nutrition and physical education.

### **About Boys and Girls Clubs of Canada**

Boys and Girls Clubs of Canada is a leading national charity and provider of after-school programs to over 150,000 children and youth. Its 700 community-based club locations assist young people to achieve their potential by providing opportunities to enhance their physical, educational and social development, and develop confidence and essential life skills. Clubs offer a range of services from sports and recreation, arts and crafts and computers, to youth leadership, nutrition and meal programs, and emergency shelter for youth at risk. All programs are based on a child-centred approach to learning and development that has benefited Canadian children for 104 years. To learn more, visit [www.bgccan.com](http://www.bgccan.com).

### **About Kraft**

Kraft Foods markets many of the world's leading food brands, including *Kraft* cheese, *Maxwell House* and *Jacobs* coffees, *Philadelphia* cream cheese, *Post* cereals and *Milka* chocolates, in more than 150 countries. Kraft Foods' ongoing commitment to health and wellness includes the creation of its Worldwide Health & Wellness Advisory Council and numerous global and local programs. For more information, visit [www.kraft.com/responsibility](http://www.kraft.com/responsibility). Kraft Foods also makes available extensive healthy lifestyle information and recipes on [www.kraftcanada.com](http://www.kraftcanada.com) and other company Web sites, booklets and brochures.

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