



Boys & Girls Clubs of Canada
Clubs Garçons & Filles du Canada

MEDIA RELEASE

Boys and Girls Clubs in Canada to Get B.U.S.Y. with program that promotes physical activity and healthy eating among children and youth

FOR IMMEDIATE RELEASE: MARKHAM, ON (May 15, 2008) – Local children and youth at Boys and Girls Clubs across Canada will get to take the lead on being more active for good health as part of Get B.U.S.Y. (Building the Ultimate and Sensational You), an initiative supported by the Public Health Agency of Canada. Ten Boys and Girls Clubs will each receive \$21,000 to implement the project, which encourages a healthier more active lifestyle among children and youth through activities and education.

To introduce the program, the 10 participating Clubs have organized Activity Days in their local communities to motivate young people to participate in non-traditional sports and physical activities. Through Get B.U.S.Y., the Clubs will also be able to provide leadership opportunities for youth to promote participation in physical activity and healthy eating programs to younger children.

“Regular physical activity and access to good nutrition can have far-reaching positive health impacts, yet many children are lacking in both,” said Pam Jolliffe, President and CEO, Boys and Girls Clubs of Canada. “Through the Get B.U.S.Y. initiative, we can help motivate and empower our kids to take charge of their physical health and well-being and in doing so improve their self-esteem and self image.”

Eating poorly and lack of exercise can increase the risk of developing diseases such as cancer and diabetes. According to Statistics Canada, there has been a significant increase in the obesity rate in young Canadians. In 2004, 26% of children and adolescents aged 2 - 17 were overweight or obese, compared with 15% in 1979, a 73% increase. Data from 2004 show that 59% of children and adolescents ate fewer than five servings of fruit and vegetables per day, the recommended minimum number of servings according to the 2004 Canada's Food Guide. These young people were more likely to be overweight or obese than those who ate fruit and vegetables more often.

The Public Health Agency of Canada contribution is part of a federal investment of \$5.4 million over two years for 14 non-government projects across Canada that will focus on increased physical activity and healthy living among Canadians.

Boys and Girls Clubs in the following communities will receive funding for Get B.U.S.Y. for 2008-2009:

Alberta - Diamond Valley, Leduc
British Columbia - Vancouver, Victoria
New Brunswick - Saint John
Newfoundland - Wabana
Nova Scotia - Dartmouth/Sackville
Ontario - East Scarborough, Kawartha Lakes, St. Alban's

About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading, national provider of programs to children and youth that support the healthy physical, educational and social development of close to 200,000 young people and

their families each year. In 700 community locations across Canada, clubs offer after-school programs in physical recreation, technology, the arts, literacy, personal growth and more. Many clubs also provide meals, emergency shelter, family support programs and other support to children, youth and families at risk. Boys and Girls Clubs have been helping young Canadians to discover, develop and achieve their potential for over 100 years. To learn more, visit www.bgccan.com.

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