



For Immediate Release:

## ONTARIO WALKS 2007

***New initiative encourages Ontarians to get active and take greater responsibility for their health***



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TORONTO, Ontario – April 4, 2007 -- **ONTARIO WALKS 2007**, is a new initiative supported by the Ontario government, the Ontario Medical Association and private business to challenge Ontarians to add walking as a positive way to improve their health and environmental well-being.

“Our government is pleased to partner with these groups to help people lead more active and healthier lives,” said Jim Watson, Minister of Health Promotion.

“This is another great example of how we are providing new opportunities for physical activity at the community level.”

ONTARIO WALKS has partnered with the Ministry of Health Promotion, the Ontario Medical Association (OMA), Starbucks, Johnson & Johnson, Scotiabank, and Anderson DDB to create this event.

“Physicians are strongly supportive of this initiative,” said Dr. David Bach, OMA president. “Regular exercise like walking provides tangible health benefits and an improved sense of well-being. Coupled with the *Smoke Free Ontario Act*, this has the potential of a significant impact on the health of the people of Ontario.”

ONTARIO WALKS is produced by ***Momentum 1 – Community In Motion***, a registered non-profit organization dedicated to motivating communities and individuals in Ontario by encouraging self-reliance on personal and environmental wellness.

“Something special happens when people take responsibility for their wellness. They care more about their environment, about preserving and enjoying nature. They adopt better health habits including more exercise and better nutrition. They simply become more active, fit, aware, productive, healthy & involved citizens”, said Tom Fiore, President of *Momentum 1 -- Community In Motion*, the group responsible for organizing the event.



Ontario Walks events will take place Sunday mornings during the month of May. The inaugural event in the series will feature Honourary Walk Leader **Mr. George Smitherman**, Minister of Health & Long Term Care who will lead a walk in Toronto to kick off a five-city walking tour on **Sunday, April 29<sup>th</sup>**.

Other scheduled walking tours will take place as follows:

- **Ottawa** on Sunday , May 6
- **Toronto** on Sunday, May 13<sup>th</sup>,
- **London** on Sunday, May 20<sup>th</sup>;
- **Windsor** on Monday, May 21<sup>st</sup>
- **Sault Ste. Marie** on Sunday, May 27<sup>th</sup>.

To join an Ontario Walks event near you, visit [www.ontariowalks.com](http://www.ontariowalks.com) for more information.

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