



THE GREAT CANADIAN **RELAY**

The Biggest Fitness Initiative Ever Undertaken Wants Your School to Help Change Canada's Inactivity Crisis Forever!

The Great Canadian Relay - Get Your School Involved Today!

Do you see the kids in your school becoming less active?

Have your students replaced *playing* with *PlayStations*?
Have fries, pop, chips, and cookies become the 4 food groups in the playground?
Are you noticing one too many tweens with 'root-beer-bellies'?

Could you use support and inspiration to change these attitudes and get these kids moving again?

CBC and Lively Media are launching a national fitness initiative and we want your school to get on board! Be part of something truly groundbreaking, and change the lives of your students and your community forever.

In January 2011, we will take grade 7 and 8 students from 12 schools across Canada and train them to run 10 kilometres. In May 2011, these 800 students will run in the Great Canadian Relay - the *first and only* relay to cross Canada coast-to-coast solely *on foot*. Not even the Vancouver Olympics torch relay can claim this title, since they drove the torch from community to community. We will be beating the world record by about 1000 kilometers.

But this endeavour is not about breaking world records, it's about making a change for Canada's youth. Your school will be assigned local trainers, registered dietitians, and a famous Canadian athlete, who will mentor, inspire and champion the students. The students will be put through a specially designed 12-week boot camp that will take place before and after school.

The Great Canadian Relay is a multimedia initiative, and will be broadcast on television, radio, the internet, and on mobile platforms.

Does this sound like your school?

- middle school, primary or secondary school, or 'junior high' that includes grades 7 and 8.
- a student body that has a population that struggles with unhealthy eating habits, obesity, lack of passion for exercise, addiction to video games, etc.
- based in a community with a lack of physical fitness resources and limited funding for athletic equipment.



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- supportive administration, staff, and surrounding community who wants to change the way their students live, move and eat.

Each school will be awarded with \$25,000 worth of state-of-the-art fitness equipment, and the school with the overall fastest time in the relay will win a private rock concert with a big-name band. **We will ultimately be selecting 12 schools to participate in the relay – and we want to hear from you before the end of the school year!**

If you want to learn more about The Great Canadian Relay, please contact Jessica or Anna today:

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