

FOR IMMEDIATE RELEASE

Embrace Winter and Get Moving!

Winter Health and Fitness Week is February 1-7, 2021

Ottawa, February 1, 2021

Canadian organizations committed to the health and fitness have come together to encourage Canadians to get outside, get moving and “Embrace Winter.”

Many people find it hard to stay active during the winter. This year in particular, Canadians are struggling to find a balance between getting outside for the benefit of their physical and mental health while also respecting the public health guidelines needed to fight the spread of Covid-19. The good news is that there are many fun ways to get moving and experience the benefits to your physical and mental health while maintaining a safe physical distance, protecting your health and others

Winter Health and Fitness Week will provide ideas and inspiration through daily posts and a social media challenge. We are asking people to take a picture of themselves enjoying an activity outdoors while respecting their local public health guidelines and post it on social media. Please tag us using @NHFDcan or #NHFDcan, with the hashtags #EmbraceWinter and #WinterActive2021.

Olympian and former Senator Nancy Greene Raine advises, “We know that physical activity helps us cope with the mental challenges of this pandemic. Fitness can be walking in your neighbourhood or heading to the hills. Just take the first step and the rest will follow!”

For more information go to <http://www.nhfdcan.ca>

About National Health and Fitness Day

After years of working with local community groups and national health promotion organizations to review ways of improving health and fitness in Canada, Senator Nancy Greene Raine saw passage of Bill S-211, **the National Health and Fitness Day Act**, in December 2014. The passage of the Bill creates a strong impetus towards bringing communities together every year on the first Saturday in June, to highlight the importance of health and fitness.

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