



MEDIA RELEASE

For immediate release
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ANNAPOLIS COUNTY INVITES RESIDENTS TO PARTICIPATE IN THE WINTER ACTIVITY CHALLENGE

ANNAPOLIS CO. DECEMBER 16, 2010– The message from Annapolis County Recreation Services is this - “Don’t be a bear and hibernate...get out in your community and participate!” County residents from Bear River to Margaretsville can consider this their winter challenge as Annapolis County gears up for its 4th **2011 Annapolis County Community Winter Activity Challenge**.

“Last winter, the challenge grew from three to nine communities taking part. There were over 350 active participants around Annapolis County,” said Debra Ryan, Annapolis County Recreation Manager. “It is very exciting for us to see such a large increase in participation each winter.”

The challenge itself is easy to maintain - a team is established within a community and a community leader is designated. Each team member records the hours s/he is active (from January 1st to March 31st, 2011) in their Club 400 log book, which can be picked up at any local recreation department (Annapolis County Recreation Services or any of the Towns within the County). Then, each week, s/he reports those hours to the designated community leader who, in turn, reports to Brian Orde, Annapolis County Recreation Project-Program Assistant. There are weekly and monthly prize draws for those who are actively participating.

Brian said they listened to the concerns of past participants who indicated some communities didn’t have the population to give them as many hours as the more populated areas. “This year we have evened the odds and added a couple new categories - Community with the highest average hours of physical activity”, as well as, “Community with the largest number of participants” he explained.

Last year, the town of Annapolis Royal was crowned the new *Most Winter Active Community in Annapolis County*. The previous two years this distinction was held by the community of Parkers Cove.

Past participants are very appreciative of the benefits it brings towards enhancing an active lifestyle. Jo Hacking said, “I like a challenge and try to get as many hours as I can, so in other words I like to win and I guess that is what motivates me.” Gale Connell says, “I feel you need exercise all year long, regardless of the weather. The Community Challenge is a good motivator, which helps you get out there on the coldest days in the winter when the warmth of the house feels good.”

Annapolis County Warden Reg Ritchie is very proud of the way recreation staff encourages County residents to get active. “Even though the prizes are fun to receive, the challenge is to promote the importance of physical activity in the winter months,” he said. “When the cold, snow and icy weather hits, it is easy to stay inside. However, there are great opportunities for fun and activities to help keep us all fit through the winter months. The Community Winter Activity Challenge is one way to help motivate people to get up, get out and get active this winter; as well as to bring communities closer together.”

The community leaders for this year's challenge so far are:

Bear River First Nations: Kerry Payson, 467-4197; kerryaa@eastlink.ca

Clementsvalle: Debra-Dawn Megeney-Bradley, 526-4354; debradawn42k@hotmail.com

Granville Centre: Peter Mansour, 532-1379; granvilleactivity@gmail.com

Granville Ferry: Terry Murphy, 532-2281; mountainnutrition@ns.sympatico.ca

Hampton: Jo Hacking, 665-2424; us5@eastlink.ca

Lawrencetown: Cathy Lowe, 584-3483; cathlowe@ns.sympatico.ca

Maitland Bridge: Myra Holdright & Rod Ford, 682-2192; mholdright@hotmail.com

Melvern Square: Marilyn Wilkins, 765-8158; mantwilkins@gmail.com

Paradise: Barb Bishop, 584-3511; barbarabishop@ns.sympatico.ca

Parkers Cove: Kay Whelan, 532-0746; kaywhe@gmail.com

“There is still a need for community leaders. The job is easy and recreation staff is here to help,” noted Brian. “If you live in one of the above mentioned communities, please contact the community leader and sign up today. If your community isn't listed and you want to participate, just give me a call and I'll be happy to help you.”

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