



Media Release- January 30, 2012

Embrace a Health-Wise Lifestyle and participate in the “Slim till You Win” challenge.

During the first week of Heart Health month, February 2012, the Paramedic Chiefs of Lanark and Renfrew Counties in conjunction with the University of Ottawa Heart Institute (Prevention and Rehabilitation Centre) will launch “Slim till You Win”.

“Slim till You Win” is a competition between two counties and the biggest weight loss challenge to come to our area. It runs from February 6st to March 8 2012 and will continue the healthy rivalry between Renfrew and Lanark counties. While Lanark County won the coveted “Slim till you Win” cup last year, Renfrew is gearing up to claim it this year. In addition to healthy competition, the Slim till you Win challenge will also make all of us more aware of the benefits of becoming active and watching what we eat.

We will be looking for a minimum of 100 competitors from Lanark County to participate in the month long campaign, but we are hoping for many more (all are welcome). We are hoping the month long event will help to encourage people to get off the couch, lose weight and get fit through healthy exercise and diet. The county to lose the most collective pounds will take home the coveted cup. To complete the challenge, we will ask all competitors to come back next year for the final check-in to help ensure that long term commitment!

To find out more about “Slim till You Win” visit www.heartwiseexercise.ca.

If you are 18 years of age or older and concerned about your level of fitness then this is a great opportunity to get inspired to doing more and commit to being active. You could even go one step further and get your friends to sign up as well—you can make a difference in the well-being of your county. This slimmed down contest will require the participants to be weighed only (**no waist measurements this year!!!**).

The official launch site for Lanark County is February 8th at Tay River Reflections in Perth (see below) at 6pm.

Launch of “Slim Till You Win” at **Tay River Reflections**

Heart Wise Exercise program in Lanark County

279 Canal Bank Road, Perth, Ontario

Date: Wednesday, February 8, 2012

Launch Program Time: 6:00 PM

Registration and check-ins will be facilitated by paramedics/staff and take place at selected Heart Wise Exercise Locations in Lanark County.

“Heart Wise Exercise” sites include “Get WITH It!” programs and are part of an outreach program of the University of Ottawa Heart Institute’s Prevention and Rehabilitation Centre. For registration and check-in times in your area visit www.heartwiseexercise.ca

The selected **Heart Wise Exercise Locations, in Lanark County** are:

Almonte and District High School

126 Martin Street North, Almonte

Kick-Off Date: February 7th at 5:30-7pm

The Heritage Community Fitness Centre

2 Maple Lane, Carleton Place

Kick-Off Date: February 6th at 11:30-12:30 and 5-7pm and on February 9th at 5-7pm

Carleton Place High School

215 Lake Ave.

Kick-off Date: February 6th at 6-8pm

Tay River Reflections

279 Canal Bank Road, Perth

Official Kick-Off Site for Lanark County

Kick-Off Date: February 8th at 6pm

Smith's Falls Collegiate Institute

Kick-Off Date: February 7th at 6-7pm.