

For Immediate Release
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Take the Hike It or Bike It Challenge

During the month of June, the Northwestern Health Unit is challenging community members to get out of their cars and walk, hike, bike, roll or stroll instead. Register to be a part of the 3rd annual 'Hike It or Bike It Challenge' and track your walking, wheeling and rolling over the month for a chance to win great prizes – 1 of 3 new bikes and other prize packs. The Hike It or Bike It Challenge runs from June 1st to 19th and is open to all ages.

"The challenge is celebrating and encouraging 'active transportation'. It's about parking the car and getting from place to place in an active way –ride your bike to work, walk to the grocery store, use your scooter to get to school or take a stroll to your friends house for a visit," says Elaine Fischer, Health Promoter. "Getting from point A to point B using our bodies is great for our health and for the environment. This challenge is for everyone - encourage your family, friends, or coworkers to join you!"

Over 400 participants from across the region completed last year's Hike It or Bike It Challenge. The challenge is part of the health unit's larger 'DoOneThing' campaign. There are small steps you can take right now to lead a healthier, more active life. Eat a meal as a family, go for a walk, or help your town turn a piece of unused land into a playground. Each 'One Thing' adds up.

To register and pick up or print a tracking calendar, stop by any health unit office location, visit our website at www.nwhu.on.ca or call 1-800-830-5978. Completed tracking calendars can be returned to your local health unit office by June 22nd.

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For more information contact:

Elaine Fischer, Health Promoter
Northwestern Health Unit
807-274-9827 ext. 3638
efischer@nwhu.on.ca

