

CROWNLIFE PARTICIPACTION CHALLENGE PROMOTES ACTIVE LIVING

What began 11 years ago as a germ of an idea and has grown into a massive creature with 8,404,766 feet weighing in at 663,000,000 pounds? It's the CrownLife ParticipACTION Challenge and it's moving your way on Wednesday, June 2.

The Challenge is the largest one-day mass participation event in Canada, (next to federal elections). In 1992 an all-time record was set, with 560 communities and about 4 million Canadians participating.

"It's more important now than ever before for Canadians to get active," says Russ Kisby, President of ParticipACTION. "By the year 2000, it is not inconceivable that physical activity will be considered a Canadian cultural trademark."

Active living is slowly threading its way into the fabric of Canadian culture. Our understanding of fitness has broadened to include a belief in the value of regular daily physical activity; also known as active living. Since the early 70s, the number of Canadians who are physically active enough to receive a health benefit has increased 700 per cent, however, this number still only constitutes about 35 per cent of the population.

ParticipACTION's message for the 90s is that active living can make a healthy difference to the individual and the community.

"Large special events such as the CrownLife ParticipACTION Challenge help promote this concept in a very tangible way," says

Nanci Colbeck, ParticipACTION's National Director, Community Programs.

The key to the Challenge is to do it your way. To participate, just choose any physical activity that you enjoy and do it for at least 15 continuous minutes then call in your participation to your local Challenge hot-line. The activity can be as simple as a walk around the block to participating in an aerobics class. If you haven't integrated physical activity into your lifestyle yet, then the CrownLife ParticipACTION Challenge is a perfect opportunity to ease into active living. If you're already an "active liver", challenge yourself on June 2 to a new sport or activity or pick up the pace a bit.

"Everyone can participate

in the Challenge and benefit from it," says Christa Costas, National Challenge Coordinator. "It's fun and easy to incorporate into your daily routine and is accessible to all."

In return for your 15 minutes of activity you'll have more energy, function better mentally and physically, cope with stress better and add a couple of legs to our multi-limbed creature known as the CrownLife ParticipACTION Challenge! Remember, think healthy and live actively.



SEARCH FOR ACTION WITH PARTICIPACTION

The count down to the 1993 CrownLife ParticipACTION Challenge has begun! To get you into the mood and give you some helpful hints on "how to" participate on Wednesday, June 2, just solve this puzzle.

Directions: The accompanying words are hidden in the puzzle below. Circle the words in the puzzle. They will be forward, backward or diagonal and letters can be used more than once. **Rearrange the unused letters to get the Challenge message!**

E	P	T	A	V	P	F	I	T	W	E	E	K	S	T	E	A	M
O	A	E	R	O	B	I	C	S	A	I	L	I	O	G	O	L	D
N	R	C	H	A	L	L	E	N	G	E	N	R	E	N	N	I	W
A	T	C	T	A	I	C	H	I	I	N	T	E	R	C	I	T	Y
C	I	S	W	I	M	L	H	A	E	L	L	A	B	E	S	A	B
L	C	V	J	I	V	E	A	T	G	A	R	D	E	N	I	N	G
A	I	W	E	D	N	E	S	D	A	Y	G	J	U	N	E	O	2
D	P	G	J	L	G	N	I	C	N	A	D	E	R	A	U	Q	S
E	A	N	U	I	W	I	C	L	A	D	E	M	T	O	S	S	G
P	C	I	M	W	I	O	G	N	I	G	G	O	J	U	Y	N	H
O	T	K	P	I	O	J	B	B	E	V	F	L	R	O	I	A	F
L	I	L	H	I	C	R	O	W	N	L	I	F	E	L	E	U	M
L	O	A	I	E	K	A	T	Y	O	D	A	N	C	I	N	G	N
A	N	W	P	E	T	S	E	G	R	A	L	Y	G	A	L	F	C
G	N	I	C	N	A	D	E	N	I	L	C	S	Q	U	A	S	H

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|-------------------|---------------|
| ACTIVE LIVING | TAI CHI |
| DANCING | SQUAREDANCING |
| WEDNESDAY JUNE 02 | AEROBICS |
| PARTICIPACTION | MAYOR |
| CROWNLIFE | SURF |
| WALKING | FUN |
| CYCLING | FLAG |
| JOGGING | MEDAL |
| GARDENING | LARGEST |
| CHALLENGE | FITWEEK |
| BOWL | ROW |
| PEDAL | WINNER |
| INTERCITY | JOIN |
| HOP | TEAM |
| SKIP | STEP |
| JUMP | TROT |
| LINEDANCING | JIVE |
| GALLOP | CANOE |
| SWIM | GOLF |
| BASEBALL | BOAT |
| TENNIS | SAIL |
| SQUASH | |

Message: "Active living, a healthy choice"