

**From:** [Higgins, Aisling](#)  
**To:** [DL - Council & Support Staff](#)  
**Cc:** [Richardson, Dr. Elizabeth](#); [Hopkins, Jessica Dr.](#); [Emili, Julie Dr.](#); [Tran, Ninh](#); [Pezzetta, Ellen](#); [Kolar, Loren](#); [Kinnaird, Amanda](#)  
**Subject:** Media Advisory: City of Hamilton Kicks off the Healthy Kids Community Challenge  
**Date:** February-05-16 11:49:38 AM  
**Attachments:** [HKCC Tobogganing Poster 2016.jpg](#)

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Dear Mayor Eisenberger and Members of Council,

For your information the following media advisory will be shared with local media today. This is part of a broader strategy to promote the upcoming Healthy Kids Community Challenge Kickoff event which includes a subsequent more detailed media release, print ads, poster (attached), web, and social media. Here are some canned messages that can be used to amplify this message over social media:

- [City of Hamilton kicks off the Healthy Kids Community Challenge on Feb 13.](#)  
<http://bit.ly/20LKVjW> #HealthyKidsON
- [Sleigh & Play this Family Day Weekend at the Feb 13 Healthy Kids Community Challenge Kickoff](#) <attach poster>

Many thanks,

Aisling Higgins  
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**MEDIA ADVISORY**  
For Immediate Release

## **City of Hamilton Kicks off the Healthy Kids Community Challenge**

*Sleigh & Play at the Healthy Kids Kick Off!*

**Hamilton, ON – Friday, February 5, 2016** – Media, residents, and families are invited to kick off the [Healthy Kids Community Challenge](#) (HKCC) at the Garth Street Reservoir on **Saturday, February 13** hosted by City of Hamilton Public Health Services in partnership with Winterfest.

The Healthy Kids Community Challenge kick-off event will begin with a ribbon cutting ceremony of the new Garth Street Reservoir Toboggan Hill. Join Hamilton Public Health Services, Mayor Fred Eisenberger, Ward 6 City Councillor Tom Jackson and Ward 8 Councillor Terry Whitehead, and Hamilton Bull Dogs Mascot Bruiser for ribbon cutting, opening remarks, family fun activities that will make you Run, Jump & Play, demonstrations from community partners and more!

“I am excited to launch this program in 45 communities across Ontario. The idea is to get kids to learn healthy habits from an early age. Good habits learned in childhood will serve them well throughout their lives.”

— Dipika Damerla, Associate Minister of Health and Long-Term Care

The City of Hamilton will receive up to \$1,125,000 in provincial funding over a three year period for this program. The Ministry of Health and Long-Term Care is funding this initiative that focuses on community-led programs that see partners from different sectors working together to implement sustainable activities, and programs and policies to reduce and prevent childhood weight issues and obesity.

### **Healthy Kids Community Challenge Launch**

**WHO:** Join City of Hamilton Public Health Services, Mayor Fred Eisenberger, Ward 6 Councillor Jackson, Ward 8 Councillor Whitehead, local singer/songwriter Laura Cole and Mike McCurlie, Hamilton Bull Dogs Mascot Bruiser, and community partners to kick off the Healthy Kids Community Challenge on the Hamilton Mountain.

**WHEN:** Saturday, February 13, 2016 from 1 p.m. to 4 p.m.

**WHERE:** Garth Street Reservoir Toboggan Hill – 1515 Garth Street, Hamilton Ontario (Garth Street and Stone Church Road West)

**PHOTO** Opening ceremony and ribbon cutting from 1 p.m. to 1:30 p.m., tobogganing, live music, and exciting activities for children and families

#### **About the Healthy Kids Community Challenge:**

The Healthy Kids Community Challenge is a community-led program where partners from public health, education, early years, recreation and local businesses work together to implement programs and activities to promote physical activity, healthy eating, and healthy lifestyle choices in children 12 years and under in City of Hamilton.

Under the leadership of Public Health Services and with \$1.125 million funding from the Ontario Ministry of Health and Long-Term Care, this program aims to promote healthy eating, physical activity and healthy lifestyle choices for children 12 and under in the community. The City of Hamilton will implement the Healthy Kids Community Challenge over the next three years in the Hamilton Mountain wards 6, 7 and 8.



# Sleigh & Play

at the Healthy Kids Kick-off!

**When:** Saturday, February 13, 2016, 1:00 pm to 4:00 pm

**Where:** Garth Reservoir Toboggan Hill  
1515 Garth Street, Hamilton

**Help us kick off the Healthy Kids Community Challenge on Hamilton Mountain!**

## **Please join us for:**

- Ribbon cutting ceremony 1:00 pm to 1:30 pm with Bruiser from the Hamilton Bulldogs
- Fun outdoor activities for the entire family
- Free healthy snacks and prizes
- Tobogganing (remember your helmet)
- Practice hockey skills on artificial ice (no equipment needed)
- Music including Hamilton's own Laura Cole

**Bring your used kids skates to be donated to local elementary schools.**

For more information about this **free** event: [www.Hamilton.ca/HealthyKids](http://www.Hamilton.ca/HealthyKids)

