

FOR IMMEDIATE RELEASE

Ontario Town is Crowned Canada's Most Active Community!

North Grenville is awarded \$100,000 from the ParticipACTION Community Better Challenge

July 26, 2021 – North Grenville was recently named as Canada's Most Active Community and awarded \$100,000 towards local physical activity initiatives. The award is part of the ParticipACTION Community Better Challenge, a national physical activity initiative that encouraged Canadians to get active throughout June in search of Canada's Most Active Community.

After COVID-19 forced a 2020 cancelation, this year's Challenge arrived at the perfect time to help communities get active together, even if only virtually. This year, in addition to the \$100,000 prize awarded to Canada's Most Active Community, ParticipACTION provided one community in each of the remaining 12 provinces and territories with additional prizing to support local physical activity initiatives.

More than 9 million physical activity minutes were tracked by North Grenville, which helped it stand out amongst a crowded field of competitors to become Ontario's, and ultimately Canada's Most Active Community! More than 50,000 participants tracked close to 90 million physical activity minutes throughout the month of June in Ontario, making it one of Canada's most active provinces.

"Congratulations to North Grenville for becoming Canada's Most Active Community," said Elio Antunes, President and CEO of ParticipACTION. "Your dedication and commitment to supporting physical activity as a community is an inspiration to Canadians across the country. We hope this year's Challenge provides motivation for all of us to make physical activity a part of our daily lives, so we can continue to enjoy the many physical and mental health benefits it provides."

In 2018, ParticipACTION received a three-year, \$750,000 Grow grant from the Ontario Trillium Foundation, an agency of the Government of Ontario, to help with continued evolution of its largest physical activity program into the Community Better Challenge and encourage active lifestyles for people across Ontario. Funds from the grant were used to help expand the work ParticipACTION does by assisting with costs involving staffing, program and digital development and creating digital toolkits, as well as communications and translation.

"It comes as no surprise to me that a community within Leeds-Grenville-Thousand Islands and Rideau Lakes was able to remain so active even during these (strange) times. Physical activity has always been very important to people here, and we are fortunate to have such a beautiful location with plenty of places to get out and exercise," said MPP Steve Clark.

"The Ontario Trillium Foundation's \$750,000 grant to ParticipACTION was a critical step in helping to ensure that communities across Ontario continue to prioritize physical activity. I want to congratulate the North Grenville community on winning this award. With so many communities involved across Ontario, it really is an honor to be recognized as Ontario's most active community," added Clark.

The ParticipACTION Community Better Challenge is supported by the Government of Canada, Saputo Inc., the Government of Newfoundland and Labrador, the Ontario Trillium Foundation (an agency of the Government of Ontario) and national media partner Corus.

About ParticipACTION

ParticipACTION is a national non-profit organization that inspires and supports Canadians to make physical activity a vital part of their everyday life. As Canada's premier physical activity brand, ParticipACTION works with its partners, which include organizations in the sport, physical activity and recreation sectors, alongside government and corporate sponsors, to help Canadians reduce sedentary time and move more through innovative engagement initiatives and thought leadership. ParticipACTION is generously supported by the Government of Canada. Learn how ParticipACTION has been moving Canadians for 50 years at ParticipACTION.com and download the free ParticipACTION app to access a fun, evidence-informed tool that empowers you on your physical activity journey.

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