

Press Release

January 11, 2010

For immediate release



Physical Activity Challenge 2010

4 Weeks from January 31 to February 27

For the 6th consecutive year, The Town of Shelburne's Parks and Recreation Department and the Municipality of the District of Shelburne's Recreation and Parks Department have joined forces to provide an opportunity for people to participate locally in a physically active 4 week challenge during the month of February. Everyone is encouraged to participate in this year's four week Physical Activity Challenge for fun and prizes.

It is part of the "Take the Roof Off Winter" promotion being held throughout Nova Scotia, sponsored by Recreation Nova Scotia.

You must be physically active during each of the 4 weeks and write that activity on a record sheet provided. You then call or email either Recreation Department (875-3873) or (875-3544 ext 225) on Monday of the next week to have your name entered for nine weekly draws on Tuesdays for **5 "Take the Roof Off Winter" fleece toques and 4 draws of \$25.00 cash.**

All those that call will be entered in a draw to select an entry from this area for the South Shore Grand Prize - a week-end at White Point Beach Lodge, sponsored by South Shore Active Communities.

Get involved at any point during the 4 weeks. The more you participate the greater your chances to win and have fun being physically active.

More information and record sheets are available from the Town or Municipal Recreation Departments at their offices or it can be viewed and downloaded from their websites www.auracom.com/tshelb or www.municipalityofshelburne.ca

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Jerry Locke
Parks and Recreation Director
Town of Shelburne
875 3783