

FOR IMMEDIATE RELEASE

Atlantic Premiers Launch “Let’s Right the Future” Wellness Campaign

September 14, 2009 – Helping children to live active and healthier lives is the goal of a new Atlantic wellness social marketing campaign, “Let’s Right the Future”, launched today by the Council of Atlantic Premiers in Saint John, New Brunswick. Premiers kicked off the campaign by highlighting the English and French TV ads and the campaign website, www.rightthefuture.ca.

The objective of the campaign is to inspire an Atlantic wellness movement and to make wellness everyone’s business. Upon visiting the website, Atlantic Canadian families, community leaders, and groups are encouraged to make a “right the future” wellness pledge that will be displayed on a map showing where participants are located. In addition, the website provides healthy eating and physical activity tips, as well as links to programs, information, and resources on the four provincial government websites.

“Healthy eating and physical activity are essential to a healthy lifestyle for all Atlantic Canadians,” said Premier Graham. “Today’s launch of the ‘Let’s Right the Future’ campaign builds on the many successful health and wellness initiatives in New Brunswick. This Atlantic wellness campaign exemplifies the traditional Atlantic Canadian values of families and communities, and highlights the integral role we all can play in making healthy eating and physical activity a part of our children’s daily routine.”

“As premiers, it is essential that we continue to work together to raise awareness regarding the importance of a healthy and active lifestyle,” said Premier Williams. “Newfoundland and Labrador has made great strides in the promotion of health and wellness since we launched our Provincial Wellness Plan: Achieving Health and Wellness in 2006. Continued investment, awareness, and collaboration, hallmarks of the ‘Let’s Right the Future’ campaign will result in a healthier future for our children.”

“This campaign will help inspire our community leaders, volunteers, governments, businesses, and others to get involved and make a commitment to a healthier lifestyle for children and youth,” said Premier Dexter. “I am very proud of Nova Scotia’s health and wellness programs and I look forward to working with our Atlantic partners to promote the benefits of healthy, active lifestyle in communities across Atlantic Canada.”

“With the launch of ‘Let’s Right the Future’, we have an important opportunity to make a difference in the lives of our children and youth,” said Premier Ghiz. “Prince Edward Island is committed to raising public awareness regarding the health and wellness benefits of increased physical activity and nutritious food choices. This exciting, regional

campaign reinforces this message and will inspire Atlantic Canadians to eat healthier and see the many opportunities for active living and healthy food choices. I encourage all citizens of Prince Edward Island to eat healthier and live active healthy lives.”

The “Let’s Right the Future” Atlantic wellness campaign complements existing provincial health and wellness programs, including: *Live well, be well. New Brunswick’s Wellness Strategy: 2009-2013*; *Achieving Health and Wellness and Active, Healthy Newfoundland and Labrador, Newfoundland and Labrador’s Provincial Wellness Plan and Recreation and Sport Strategy* ; *Food and Nutrition Policy for Nova Scotia Public Schools and Active Kids Healthy Kids Strategy*; and *Prince Edward Island’s Healthy Living Strategy*.

This campaign also reflects the commitment Atlantic premiers made to enhanced regional collaboration in the promotion of healthy lifestyles, with the signing of the *Resolution Concerning Atlantic Collaboration on Health and Wellness* at the Meeting of Atlantic Cabinets in January 2008. The Council of Atlantic Premiers (CAP) also sponsored a regional forum on wellness, hosted by Prince Edward Island, and attended by provincial health and wellness ministers, health promotion organizations, and community leaders in November 2008. This forum provided valuable information and guided the provinces in the design of this CAP wellness campaign.

For more information on “Let’s Right the Future”, please visit the campaign website at www.rightthefuture.ca.

The Council of Atlantic Premiers was formed by a memorandum of understanding between the four Atlantic provinces in May 2000, and is committed to identifying and pursuing opportunities for joint action among the region’s provincial governments. This commitment builds on a strong foundation of regional unity and intergovernmental cooperation spanning more than three decades.

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