



FOR IMMEDIATE RELEASE

Only 1 in 5 working Canadians fit physical activity into their work days *ParticipACTION launches Sneak It In Week to encourage Canadians to move more*

Toronto (ONTARIO) April 9, 2012 – A recent survey commissioned by ParticipACTION found that 88 per cent of employed Canadians spend time at work on personal activities such as checking Facebook, making personal calls or chatting with colleagues, yet only 17 per cent make time for a physical activity break. To help encourage Canadians to move more at work and in general, ParticipACTION launches **Sneak It In Week**, which runs this year from April 9 to 13, to help Canadians sneak in short amounts of physical activity during the day.

“If you can fit in a coffee break, you probably have time to sneak in physical activity too,” says Kelly Murumets, President and CEO of ParticipACTION, the national voice of physical activity and sport participation. “A short activity break can actually count towards the recommended level of physical activity per week adults require for health benefits.”

According to the Canadian Physical Activity Guidelines, adults need 150 minutes of heart-pumping activity per week, but this does not have to be done all at once. Research shows that even tiny bouts of physical activity—as little as 10 minutes at a time—are associated with increased fitness.

The survey also found that the main reason Canadian employees are not taking a physically active break during work hours is because they do not have the time; however, 34 per cent said they would like to do so.

“We know only 15 per cent of Canadian adults are getting enough physical activity and that everyone is busy, but fitting physical activity into your work day can be easier than you think,” says Murumets. “If you cannot get to the gym, think of other simple ways to get active at work like starting a lunchtime walking group or booking a conference room to do a power yoga session.”

ParticipACTION is encouraging Canadians to wear sneakers to work as much as possible during **Sneak It In Week**, so that getting physically active is easier to do. So, lose the loafers and give the heels a break this week. Some examples of easy ways to add 10 minutes of physical activity into the work day are:

- Get coffee or lunch a few extra blocks away
- Have a walking meeting with colleagues
- Park 10 minutes from the building entrance
- Go “power shopping” to get active while running errands

Canadians are invited to share how they are sneaking it in this week on Facebook at www.facebook.com/ParticipACTION or via Twitter at #sneakitin.

About Sneak It In Week

ParticipACTION created **Sneak It In Week**, which runs this year from April 9 to 13, to help encourage Canadians to sneak in short amounts of physical activity during the day. For more information on **Sneak It In Week**, or to download free posters, door hangers, desk signs and logos, please visit participACTION.com.

About the survey

From March 16 to 19, 2012, a total of 2,001 randomly selected adult Canadians were surveyed online, including 1,091 Canadians who are employed full- or part-time. The survey was conducted by Angus Reid Public Opinion.

About ParticipACTION

ParticipACTION is the national voice of physical activity and sport participation in Canada. Originally established in 1971, ParticipACTION was re-launched in 2007 to help prevent the looming inactivity crisis that faces Canada. As a national not-for-profit organization solely dedicated to inspiring and supporting healthy and active living for Canadians, it works with its partners, which include sport, physical activity, recreation organizations, government and corporate sponsors, to inspire and support Canadians to move more. ParticipACTION is generously supported by Sport Canada. For more information, visit www.participACTION.com

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