

PRESS RELEASE



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FOR IMMEDIATE PUBLICATION

THE SOCIÉTÉ DE GESTION DU FONDS POUR LA PROMOTION DE SAINES HABITUDES DE VIE AND QUÉBEC EN FORME LAUNCH A CALL FOR PROJECTS

Québec communities will soon benefit from the \$400M fund.

Trois-Rivières, January 22, 2008 — It is with a great deal of pride and enthusiasm that the president of the Société de gestion du Fonds, Dr. Alain Poirier, launched the call for projects relating to healthy lifestyles. “The projects supported by the Fonds should strive to foster healthy eating and a lifestyle that is physically active, to promote social norms encouraging these healthy habits, and to support innovation and the acquisition and transfer of knowledge in this respect among young Quebecers aged 0 to 17. Québec has changed its relationship with tobacco, and now it’s time to get in shape! These definitely rank among its leading health related reforms,” he explained.

In June of 2007, the Québec government announced the creation of a fund to support its Governmental action plan for the promotion of a healthy lifestyle and prevention of weight-related problems 2006-2012, called « Investing for the future ». It is within this context that a partnership involving a \$20 million annual contribution from both the Québec government and the Fondation Lucie et André Chagnon has been confirmed. Accordingly, a total of \$400 million will be injected over a period of ten years, and will be entrusted to a Société de gestion du Fonds, which in turn will ensure that objectives are met.

“The fund is designed to function on two levels. Accordingly, 25% of the fund will be dedicated to promotional projects that are geared towards part or all of the population, and 75% will be allocated to local community mobilization projects,” explained Mr. Roch Boucher, Director General of the Fonds.

Although in both cases projects must be submitted and executed as a partnership, each of the two segments target distinct actions. The first specifically targets major projects that focus on the following themes: a food supply that is revised and improved in various living environments; increased active transportation and a physically active lifestyle; advertising geared towards children and teens; and special projects such as zoning to improve the nutritional environment and knowledge of the services available to convey and pool information to guide actions relating to weight and life habits.

Québec en Forme, which since 2002 has been overseeing an agreement between the government and the Fondation for the support of projects related to the promotion of physical activity, targeting elementary school children, has been mandated to administer the second segment comprising 75% of the Fonds. Jean-Marc Chouinard, Chairman of the Québec en Forme Board of Directors, is thrilled with the expanded mandate, which from now on targets younger children as well as teens from across Québec and also focuses on healthy eating. He quoted the World Health Organization, which claims that *“the initiatives from the local communities and associations have the most potential when it comes to encouraging physical fitness. The key to success is the mobilization of and support for local communities and governments.”* “We have the knowledge and the desire to contribute to stimulating this type of initiative, which will result in collective efforts with a view to creating environments that are conducive to healthy lifestyles, in terms of physical fitness, sports, and diet,” Mr. Chouinard explained.

“The support that Québec en Forme receives represents an exceptional opportunity for the well-being of Québec youth, particularly in underprivileged areas, and it constitutes a lever for local communities that work together within a dynamic partnership. I am very pleased that the government and the Fondation Lucie et André Chagnon are so intricately involved in the project,” added Éric Myles, Director General of Québec en Forme. At the same time confirming the culmination of an in-depth five-year strategic plan and the implementation of an adequate structure for ensuring the execution of the mandate, Mr. Myles concluded by urging all milieus to take action to devise projects aimed at putting in place sustainable actions that foster the adoption of healthy lifestyles by young Quebecers, from birth to age 17.

Partner associations that are interested in presenting projects to either of the organizations that are involved, or to obtain more information concerning the process and the criteria involved, can do so by visiting the Société de gestion du Fonds Website at www.saineshabitudesdevie.org, or the Québec en Forme Website at www.quebecenforme.org

About Québec en Forme

Founded in January 2002 further to a partnership agreement between Fondation Lucie et André Chagnon and the Québec government, by supporting mobilization projects in local communities, the “new” Québec en forme will help to foster the adoption and maintenance of a healthy diet and physically active lifestyle for young Québecers from birth to the age of 17.

The scope of the financial and other support is established based on set criteria and the characteristics of the different milieus. Québec en Forme is currently active in 8 regions of Québec and among 35 local associations comprising 800 partners, and reaches 57,000 young people.

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