



April 11th, 2016

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For immediate release:

ALBERTA MEDICAL ASSOCIATION YOUTH RUN CLUB SPRING KICK-OFF

COCHRANE — New AMA Youth Run Club (YRC) Ambassador, International keynote speaker, multiple Guinness World Record Holder, Author and Ultra-marathon Runner, Martin Parnell will join students at Elizabeth Barrett Elementary School in a 1km fun run.

What you will see:

- The entire school community running a 1km fun run
- Special guest speaker and runner - new YRC Ambassador, Martin Parnell
- Senior leadership from the Alberta Medical Association and Ever Active Schools

This fun run celebrates the spring launch of the AMA Youth Run Club, a joint initiative between Ever Active Schools and the Alberta Medical Association. The run club initiative is an innovative partnership to support increased physical activity among Alberta children and youth.

Physical activity in schools is essential to learning and overall health. The AMA and Ever Active Schools are partnering to educate about the importance of health and wellness in school communities.

The AMA Youth Run Club is an annual program held between September and June; the program supports over 300 schools (K-12) and 17,000 students across the province to offer a comprehensive, school-based running program. The AMA Youth Run Club gives children and youth a chance to be physically active and learn about living healthy, active lifestyles.

See Martin's Blog here: <http://www.martinparnell.com/blog/>

Media availability details:

DATE: Friday, April 29th, 2016

TIME: 9:30 a.m.

LOCATION: Elizabeth Barrett Elementary School – 605 4 Avenue N Cochrane, AB T4C 1Y5

Ever Active Schools assists Alberta schools in addressing and creating healthy, active school communities. Ever Active Schools receives core funding from the Alberta Government.

- 30 -

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