

GO!PEI OFFERS WINTER ACTIVE & NAME THE MASCOT CONTEST

Prince Edward Island – December 22, 2011 – Prince Edward Island’s healthy living organization go!PEI and its community partners across the Island are bringing Winter Active back to the province this season. Introduced last year, Winter Active is a series of seasonal activities that are designed to encourage all Islanders to discover and participate in accessible physical activity options.

Says go!PEI Coordinator Laura MacPherson, “Getting active outdoors during the winter can be a challenge due to colder temperatures. We developed Winter Active to encourage Islanders to try new outdoor winter activities and to remember traditional activities so that more people will stay active throughout the winter months.”

Running from January through March of 2012, Winter Active events will take place across the province and will include Try Snowshoeing sessions and a Snowman-Making Challenge set to coincide with PEI’s Hockey Day in Canada activities. Winter Active also offers challenges that are specifically designed for families, the workplace, community groups, hockey fans and schools.

Adds MacPherson, “We want people to know that wintertime physical activity can be fun; that you can chose an activity you enjoy and the health benefits will follow.”

A Winter Active mascot is also being introduced for the 2012 event. “Our mascot is a fox,” says MacPherson, “because foxes are fast and nimble, and they are an animal we often see trotting around PEI. But our fox doesn’t have a name. That’s why we want Islanders to participate in our Name the Winter Active Mascot Contest.”

Participants can enter go!PEI’s Name the Winter Active Mascot Contest as many times as they like by e-mailing Jamie Gosbee at gopeijamie@gmail.com, posting their entries on go!PEI’s Facebook page, or mailing them to Recreation PEI, 40 Enman Crescent, Charlottetown, PE, C1E 1E6. Deadline for entries is Friday, January 13, 2012, and participants are asked to be sure to include contact information along with their submissions. The mascot will be given the name chosen as the winning entry, and the winner will receive a go!PEI Prize Pack consisting of a t-shirt, water bottle and a winter toque.

“We’ll be distributing more information about Winter Active as we get closer to the event dates, but in the meantime, we’re looking forward to seeing how creative Islanders can be with their names for our Winter Active fox,” says MacPherson.

For more information about Winter Active, contact Laura MacPherson at (902) 892-5323, gopei@recreationpei.ca, or visit www.gopei.ca.

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