



CARDIAC CYCLING SOCIETY OF NOVA SCOTIA
1748 ROSEBANK AVENUE, HALIFAX, NOVA SCOTIA, B3H 4R8

June 2, 2020

Nova Scotia's Mayors and Wardens:

Subject: Heartland Tour's Most Active County Challenge

The COVID-19 pandemic has reminded us of this truth - *health is our first wealth*. When we speak of co-morbidities we are usually talking about poor health status, much of that may be unavoidable but there is a lot we as individuals can do, must do, to improve our own health.

That is the message the Heartland Tour has promoted since 2007. In 2020 our efforts have shifted from large public gatherings to a single province-wide virtual event. We encourage all Nova Scotians to be physically active, starting with the most basic advice, sit less, move more. Our work connects well with the policy, *Let's Get Moving Nova Scotia*.

Nova Scotians must get and keep moving. Now, more clearly than ever, we see the threat to the sustainability of our health care system. Thus we challenge Nova Scotians to be physically active for at least 150 minutes a week for each of the three weeks between July 11 and 31. *Any physical activity, any time, any place*. Research shows habits can form in 21 days.

We offer free online registration and a t-shirt. Our website provides resources including a logbook to track activity. When the Tour ends we'll have a draw for prizes.

Every challenge presents opportunity - the virtual Tour enables our **most active county challenge**. We will declare the county with the highest rate of participation in the Tour as the most active in the province. The winner will be awarded a cash donation toward a recreational trail project. We know the value of active living infrastructure.

municipal leaders are encouraged to set the example, register for the Tour and accept our challenge like our good friend Aldric D'Entremont has done for many years. *Get your recreation departments behind the challenge. Reactivate your county as we work to reactivate the province.* (background information and print and social media material are attached). We always welcome municipal recreation staff to work with out local organizing teams.

The more than 100 volunteers who are the core of the Heartland Tour challenge you, and your county, to *get the blazes moving . . . and be well!* Join us in re-activating our province. We will bounce forward, and as Mayor Dicks would say, we will *flourish*.

Sincerely,

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Centre

