



Government of Canada invests in ParticipACTION

March 29, 2023 – ParticipACTION thanks the Government of Canada for the announced investment in the organization of \$10 million over 2 years, starting in 2023, to help support a Canada where physical activity is a vital part of everyday life for everyone.

"We thank the Government of Canada for its continued leadership and commitment to making physical activity a defining part of life in Canada," said Elio Antunes, President and CEO of ParticipACTION. "There are few areas in public health like physical activity where evidence on required action is so convincing, cost-effective and practical."

Physical activity is essential to living a long, healthy and productive life, and provides a wide range of physical, socio-cultural and mental health benefits. Unfortunately, less than half of adults (49%), and only 28% of children and youth in Canada meet recommended physical activity guidelines.

"Our work is more necessary than ever because physical activity has never been more relevant and important to our health and well-being," said Antunes. "The health and economic burden of physical inactivity is not inevitable, but avoiding it requires sustained investment in physical activity programs and organizations like ParticipACTION that provide equitable physical activity opportunities for all. Today's funding announcement is a step in the right direction."

ParticipACTION will continue to work with its partners, including all levels of government and the sport, physical activity and recreation sectors to help everyone living in Canada stay active and healthy, especially equity-deserving groups who were disproportionately impacted the pandemic and therefore at greater risk of poor health outcomes.

About ParticipACTION

ParticipACTION is a national non-profit charitable organization that inspires and supports everyone in Canada to make physical activity a vital part of their everyday life. As Canada's leading physical activity brand, ParticipACTION works with its partners, which include organizations in the sport, physical activity and recreation sectors, alongside government and corporate sponsors, to help us reduce sedentary time and move more through innovative engagement initiatives and thought leadership. ParticipACTION is generously supported by the Government of Canada. Learn how ParticipACTION has been moving us for over 50 years at [ParticipACTION.com](https://participaction.com) and download the free [ParticipACTION app](#) to access a fun, evidence-informed tool that empowers you on your physical activity journey.

-30-

For more information or to schedule an interview, please contact:
Miguel Pacheco
Senior Manager of Communications
ParticipACTION
mpacheco@participaction.com