



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

May 18, 2021

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. As we did last year, our 2021 efforts focus on a 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 Nova Scotia Government policy *Let's Get Moving Nova Scotia*.

Now, more clearly than ever, we see the threat to the sustainability of our health care system of a population with excessive poor health status. So we challenge Nova Scotians to be physically active for at least 150 minutes a week for each of the three weeks between July 10 and 30. *Any physical activity, any time, any place*. Habits are created through repetition.

We offer free online registration and our website provides resources including a logbook to track activity.

Our most active county challenge continues after a successful launch last year. ***Congratulations to Digby, Nova Scotia's most active county in 2020.*** The county with the highest rate of participation in the Tour this year we will declare to be the most active county in the province for 2021. The winning county will be awarded a cash donation toward a recreational trail project. This year we have increased the award to \$2500.

As leaders in your municipality we ask for your support in spreading the message - ***get moving, stay well.*** Your recreation departments are working toward common goals, there may be opportunities for your programming to encourage the public to take a Heartland challenge.

This year we have added a number of virtual challenge options to provide broader public appeal. We are also recognizing the 100th anniversary celebration of the Bluenose - its example of Nova Scotian achievement can inspire us today to set and reach personal goals.

Sincerely,

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Get m♥oving stay well

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