



Birthplace of New Scotland

# Pictou Recreation, Tourism & Culture

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## FOR IMMEDIATE RELEASE

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### **Break out of hibernation and enjoy outdoor physical activity!**

Pictou, NS - With the Winter blahs about to set in, the provincial "Take The Roof Off Winter" campaign being coordinated locally by Pictou Recreation, Tourism and Culture is encouraging Pictou to combat the winter blues by participating in outdoor physical activity.

"In Pictou we are fortunate to be able to get outside and participate in snow shoeing, cross country skiing, hiking, tobogganing and a whole range of other healthy activities throughout the winter," said Nicole MacDonald Battist, Director, Pictou Recreation, Tourism & Culture. "Many people don't realize just how many great outdoor physical activities there are." "The winter season has long had a bad reputation. "Oh, the weather outside is frightful" may be the start to a classic Christmas song, but the words can describe the rest of the winter season. Freezing rain, snow and wind chill can make it tempting to hibernate in front of a warm fire and dream of Florida rather than bundle up and head out into the fresh air for exercise. But there are ways to beat the elements. "People can stay warm if they dress in layers, and wear a warm hat and appropriate footwear," said Ms. MacDonald Battist. "Being prepared for the weather will help ensure that you have a good time."

Rising rates of obesity illustrate good reason why physical activity is essential throughout the long winter months. In Canada, recent reports indicated that over 50% of adults over the age of 20 are inactive. *i.* The statistics are not much better for youth. New data indicates obesity in children continues to rise, most notably among adolescents aged 12-17. *ii.* Overweight and obesity are major risk factors for cardiovascular problems such as heart disease and stroke, as well as type two diabetes, gall bladder disease and some cancers. Adding more physical activity to daily life is one way to combat obesity and other growing threats to health.

Take the Roof Off Winter, a provincial campaign lead by Recreation Nova Scotia and The Department of Health Promotion and Protection offers a number of resources to help you plan outdoor activities. Visit [www.taketheroofoffwinter.ca](http://www.taketheroofoffwinter.ca). Visitors to this site will find tips on building outdoor rinks, a registry of outdoor rinks and other helpful resources. The theme for Pictou's Winter Carnival this year will reflect the "Take the Roof off Winter" program which will take place on February 12<sup>th</sup> -13<sup>th</sup>. Details can be found on the town website at [www.townofpictou.ca](http://www.townofpictou.ca).

Pictou Recreation, Tourism and Culture coordinates several programs which encourage physical activity for all ages, as well as photography and art courses. Details about the various recreation programs including the pool schedule and aquatic courses can be found in the Town's first municipal newsletter launched in early January. The newsletter replaces a previous print titled "On the Move", which focused primarily on recreation programs. This new publication is a valuable communication tool which features informative articles on the new waste water treatment plant, infrastructure projects, community organizations, events, contact information, and health and wellness. You can pick your copy of the newsletter at the Town Office, Pictou Recreation, Tourism & Culture, the Fisheries Training Pool and the Pictou Library. A downloadable version can also be found on the town website. Pictou Recreation, Tourism and Culture welcomes feedback and suggestions for upcoming newsletter publications. The Town of Pictou is now on Twitter and Facebook; join in and keep current on what's happening in your community.

For more information on the local "Take The Roof Off Winter" campaign and recreation programs contact:

Contact: Pictou Recreation, Tourism and Culture  
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*i* 2004 Physical Activity Monitor and Sport, CFLRI

*ii* Canada's Report Card on Physical Activity for Children and Youth – 2006,  
[www.activehealthykids.ca](http://www.activehealthykids.ca)