



Research and education for the promotion of physical activity

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MEDIA ADVISORY

Preventing Childhood Obesity: Big Picture Strategies

EDMONTON, ALBERTA, May 13, 2008—Mark Tremblay, PhD, a world-renowned expert on childhood obesity, will present ground-breaking holistic strategies for combatting childhood obesity in a half-day forum on May 15 at the University of Alberta.

When: Thursday, May 15, 2008

- 8:30-8:50 a.m. – Introductions by Dru Marshall, deputy provost of the University of Alberta, and Honourable Cindy Ady, minister of Alberta Tourism, Parks and Recreation
- 8:50-9:50 a.m. – Presentation by Mark Tremblay
- 9:50-10:50 a.m. – Panel discussion featuring local experts in obesity, nutrition, children, etc.
- 11-11:30 a.m. – Interviewees will be available for interview.

Where: Wild Rose Room, Lister Conference Centre, University of Alberta, 116 St. & 87 Ave.

Available for interview are:

- Mark Tremblay, forum speaker and director of obesity research at the Children's Hospital of Eastern Ontario Research Institute
- Dru Marshall, deputy provost, University of Alberta, and expert in obesity
- Judith Down, director, Alberta Centre for Active Living
- Tanya Berry, research associate, Alberta Centre for Active Living

Why:

Childhood obesity is an escalating problem in Canada. According to Active Healthy Kids Canada, one out of four kids between the ages of two and 17 is overweight or obese. And the number of obese youth in Canada rose by 36 per cent from 2003 to 2006.

This forum is presented by the Alberta Centre for Active Living, a non-profit research and education organization affiliated with the University of Alberta. Supported by Alberta Tourism, Parks and Recreation, the Centre is a premier source of information about physical activity.

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