

Communications Office
Peterborough County-City Health Unit
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www.pcchu.ca



FOR IMMEDIATE RELEASE

Grant Program Offers Sports Organizations \$500 to Develop a Tobacco-Free Policy

Peterborough Petes and the Health Unit Call On Local Teams to Go Tobacco-Free

Thursday September 2, 2010, Peterborough

The Peterborough County-City Health Unit and Peterborough Petes have issued a united call to action to local sports teams to go tobacco-free by developing their own Tobacco-Free Policy.

Both organizations are encouraging local sports and recreation clubs to apply to round three of the *Play, Live, Be Tobacco-Free...Ontario* Grant Program, funded by the Ministry of Health Promotion, that will provide them with up to \$500 to develop and promote a Tobacco-Free Policy.

The policy initiative addresses the important influence of role models on youth. "Establishing a Tobacco-Free Policy sends a clear message that your team values a tobacco-free lifestyle, something we must continue to do if we want to discourage our youth from smoking," said Dr. Rosana Pellizzari, Medical Officer of Health for the Health Unit. "Youth smoking rates have not declined in recent years, so we hope our sports and recreation teams will help us tackle this important health issue by becoming tobacco-free."

"The Petes have a long tradition of being smoke-free and strongly encourage fellow sports organizations to take advantage of this funding opportunity to develop their own Tobacco-Free Policy," said Aaron Garfat, Assistant General Manager for the Petes. "This is a wonderful initiative that strengthens the positive impact your organization has on the health of your community and provides an important message about being tobacco-free to the individuals who are part of your organization."

Tobacco-free sport and recreation means that everyone taking part in a sport or recreational activity does not use tobacco industry products. It means participants, spectators, coaches and leaders do not smoke, snuff, dip, or chew tobacco while engaged in the activities of your organization.

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The *Play, Live, Be Tobacco-Free...Ontario* Grant Program was developed in an effort to keep tobacco industry products out of sport and recreation. Non-profit sport and recreation clubs, teams, leagues and organizations wishing to support and promote Tobacco-Free Policy and activities are invited to apply for funding. Grants will be awarded based on application descriptions of how your organization will implement a policy and include/endorse the message [Play, Live, Be Tobacco-Free](#) through a variety of educational and promotional activities and /or resources.

The deadline for applications is 12:00 noon on Thursday September 30,, 2010. Successful grant applicants will be notified by October 8, 2010. For complete details on the *Play, Live, Be Tobacco-Free...Ontario Grant Program* including the grant guidelines and application form, visit www.sport4ontario.ca .

Peterborough County-City Health Unit staff can assist with developing your grant application.

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For further information, please contact:

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