



Nova Scotia
HeartLand Tour
www.HeartLandTour.ca

MEDIA RELEASE

June 20, 2011

For Immediate Release

HEARTLAND TOUR: FIVE YEARS and COUNTING

(Halifax, NS) – How do you convince an entire province that *preventing* Heart Disease is easier and cheaper than *treating* it? You lead by example.

That is exactly what cardiologist and HeartLand Tour founder, Dr. Nicholas Giacomantonio, will be doing again for the fifth summer in a row. ‘Nick’ and 20 other like-minded cycling enthusiasts form the “core-team” of the HeartLand Tour. Their mission is to unify communities across Nova Scotia with a common goal: to create a healthier a province. As the Heartland tour spends one day in each of eight communities, the core-team will host events and information sessions aimed at driving home two messages:

1. Healthy communities benefit from lower healthcare costs and increased productivity and revenue from industry and tourism.
2. Being active is the best way to be healthier, and everyone can do it.

Although it is not a secret, it isn’t well known that Nova Scotia’s risk of cardiovascular disease is higher than the national average. This is also true for several types of cancer. The result is a healthcare system that cannot be sustained if costs and chronic disease both continue to rise. The future health of all Nova Scotians is at stake.

It is important to point out that unlike other events centered around a walk or ride, the HeartLand Tour is NOT a fundraiser and it is completely free to take part in HeartLand Tour community events. All age groups will benefit from an active lifestyle, but with the recent and dramatic rise in cases of childhood obesity and type-2 diabetes, youth in particular are a key target audience for the HeartLand Tour. Governments and businesses alike are very receptive to the HeartLand Tour’s message. They recognize the financial benefits of a healthier population, and the list of HeartLand Tour sponsors continues to grow every year.

This year’s HeartLand Tour starts in Halifax on July 9, with all-day events planned for Sydney, Antigonish, Pictou County, Truro, Bridgewater, and Yarmouth, before wrapping up in Wolfville on July 17. For more information on the HeartLand Tour and for a schedule of community events, please visit www.heartlandtour.ca.

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