



**Nova Scotia**  
**HeartLand Tour**  
[www.HeartLandTour.ca](http://www.HeartLandTour.ca)

## **MEDIA RELEASE**

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**For Immediate Release**

### **COMMUNITY CENTRED BIKE TOUR FOCUSES ON HEART-HEALTH Third Annual HeartLand Tour Rolls through Nova Scotia in July**

(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, and twenty-five like-minded cyclists set out to do. For the third year, the Heartland Tour will visit communities across Nova Scotia to promote their message: “There is no real magic; if you exercise regularly and eat better, you can expect to live a healthier, longer life. The majority of heart and stroke issues are lifestyle related and entirely preventable. With community involvement, Nova Scotians have an opportunity to lead the country in community health reform. Lack of activity is one of the major reasons our province continues to wave the flag that shows we carry some of the highest rates of risk factors for vascular diseases. We need to change the flag, and we can!” says Giacomantonio.

The HeartLand Tour’s message of “Unity in the Community” has been well received. Communities visited in the 2007 and 2008 tours responded and want to have more involvement in 2009. So this year, as the HeartLand Tour makes its way through Nova Scotia, eight communities will each have an event which will include cycling with the HeartLand Tour Core team, family fun, and an opportunity to learn about heart healthy facts & fitness. It is important to note that **this is not a fundraiser**. It is a public awareness campaign aimed at educating and informing Nova Scotia that we must reduce the unnecessary burden of risk for cardiovascular disease.

The HeartLand Tour and its administrative body, the Cardiac Cycle Society of Nova Scotia, have attracted a broad group of sponsors and supporters from business, government, public and private sector foundations, health groups, academic organizations, and pharmaceutical companies. These partnerships are logical because all those invested in the change know that corporations are more likely to set up shop where health care costs are lower and communities are healthier. It makes as much economic sense as it does health sense.

The HeartLand Tour, will take place July 11<sup>th</sup> through 19<sup>th</sup>, with events planned for Yarmouth, Wolfville / Kentville, Bridgewater, Truro, Sydney, Antigonish, Pictou / New Glasgow, and Halifax. Information on how and where to get involved with the 2009 Nova Scotia HeartLand Tour can be found online at [www.heartlandtour.ca](http://www.heartlandtour.ca).

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