



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

## **MEDIA RELEASE**

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**For Immediate Release**

### **BICYCLE TOUR PROMOTES HEART-HEALTH FOR YOUTH Fourth 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 thirty like-minded cyclists set out to do. For a fourth year in a row, the Heartland Tour will visit key communities across Nova Scotia to promote their message: “There is No real magic; if you exercise more and eat better, you can expect to live a healthier, longer life. The majority of heart and stroke issues are lifestyle related and many are entirely preventable. Nova Scotians need to get moving, plain and simple. Lack of regular activity is one of major reasons our province is near the bottom of the heap when it comes to heart health”, says Giacomantonio.

Nova Scotia’s youth are the real focus of this year’s HeartLand Tour. Childhood obesity and diabetes are on the rise. If current trends continue, these children may actually have a lower quality of life and shorter life expectancy than their parents and grandparents. The goal of the HeartLand Tour is to show kids of all ages that being active and eating a balanced, nutritious diet will make them stronger, healthier, and happier.

The HeartLand Tour has attracted a broad group of sponsors and supporters from business, government, public and private sector foundations, health groups, academic organizations, and pharmaceutical companies. This makes perfect sense because corporations are less likely to set up shop in regions that are heavily burdened by excess health care costs associated with chronic disease and disability.

The HeartLand Tour, will take place July 10<sup>th</sup> through 17<sup>th</sup>. Events are planned for start a start date in Halifax, followed by Pictou/New Glasgow, Bridgewater, Truro, Sydney, Antigonish, Annapolis Valley, with finale in Yarmouth. The Cardiac Cycle Society of Nova Scotia (that administers the annual event), states that with community involvement, Nova Scotia has the opportunity to set an example and lead the country in cardiovascular fitness and health. Information on how and where to get involved with the 2010 Nova Scotia HeartLand Tour can be found online at [www.heartlandtour.ca](http://www.heartlandtour.ca).

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