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NEWS RELEASE

Prince Edward County Hosts Third Annual Ignite the Night Event

Picton, ON - The County of Prince Edward, as a partner of the Ignite physical activity network, is pleased to welcome the third annual night-time family walk.

This is a Family Winter Fun Night with a variety of activities for all ages and a draw for a prize pack for winter physical activity. The event will take place on Friday, February 8, 2008 from 6:00 to 8:00 p.m. at the Fairgrounds near the Prince Edward Community Centre. It includes an outdoor walk with the Belleville Bulls mascots around the Fairground, followed by free healthy refreshments. Glow sticks are available for the kids while quantities last. The event is free of charge.

"This is an opportunity for all of us to be 'Winteractive'", said Mayor Leo P. Finnegan. "Events such as these help us enjoy the winter by getting out of the house for some exercise and an evening with our friends and neighbours. I hope there is a great turn-out and congratulations to the organizers!"

This is the third year for *Ignite! the Night* which was first held in Belleville in February 2006, and in Quinte West in February, 2007 to celebrate winter and ways to be physically active in the winter.

The Ignite! physical activity network is an energetic group of community organizations and individuals with the common interest of promoting physical activity. Other initiatives of the physical activity network include: Catch People Being Active Campaign in June and various workshops and programs to encourage people to be physically active. Funding for Ignite! comes from LifeWorks for healthy living.

Present Ignite! members include:

- City of Belleville Parks and Recreation Department
- City of Quinte West Community & Leisure Services
- County of Prince Edward Recreation, Parks and Culture Department
- Fit 4 Life
- Friends of the Frink Centre
- Gateway Community Health Centre
- Hastings & Prince Edward Counties Health Unit
- Heart and Stroke Foundation
- Mohawks of the Bay of Quinte Recreation Department
- Ontario Ministry of Tourism and Recreation
- Prince Edward Fitness and Aquatic Centre
- Quinte Blades Speed Skating Club
- Southern Ontario Aboriginal Diabetes Initiative
- Trent Valley JiuJitsu and Karate
- Township of Tyendinaga Parks and Recreation Department
- YMCA Belleville

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For more information contact Wendy Lane, Manager of Recreation and Culture for the County of Prince Edward at 613-476-1159 OR Stephanie Roth, Prince Edward Fitness & Aquatic Centre at 613-476-7776.