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NEWS RELEASE

County of Prince Edward undertakes Physical Activity Citizen Survey

Picton ON - The County of Prince Edward has joined a number of other municipalities across the country to commission Ipsos Reid, a professional public opinion research company, to conduct a telephone survey of County residents.

Across the municipality, County residents will be randomly contacted and interviewed by phone between January 30 and February 8, 2008. The survey participants will be asked questions about their current physical activity and satisfaction with available municipal recreation programs and services. The survey will provide a basis for the development of a Physical Activity Plan for the County of Prince Edward.

The County of Prince Edward received a Communities In Action Fund grant from the Ministry of Health Promotion, to work with partners including the Hastings & Prince Edward Health Unit to conduct a Physical Activity Needs Assessment and using the results develop a Physical Activity Plan.

"This initiative was identified in our Strategic Plan as one of the actions necessary to help us facilitate quality recreational opportunities," said Mayor Leo P. Finnegan. "This is an excellent opportunity for us to gather information directly from our citizens and for them to provide feedback on their recreation needs."

If you are contacted, please be assured that your individual responses will be kept confidential and will be combined with those of other citizens and reported together for an across Canada view of physical activity. If you are not contacted, there will be opportunities for input as there are plans to share the results with citizen meetings held within each Ward between March 25 and April 11, 2008. More information regarding the release of the results will be sent out in March.

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For further information contact Wendy Lane, Manager of Recreation and Culture at 613-476-1159.

