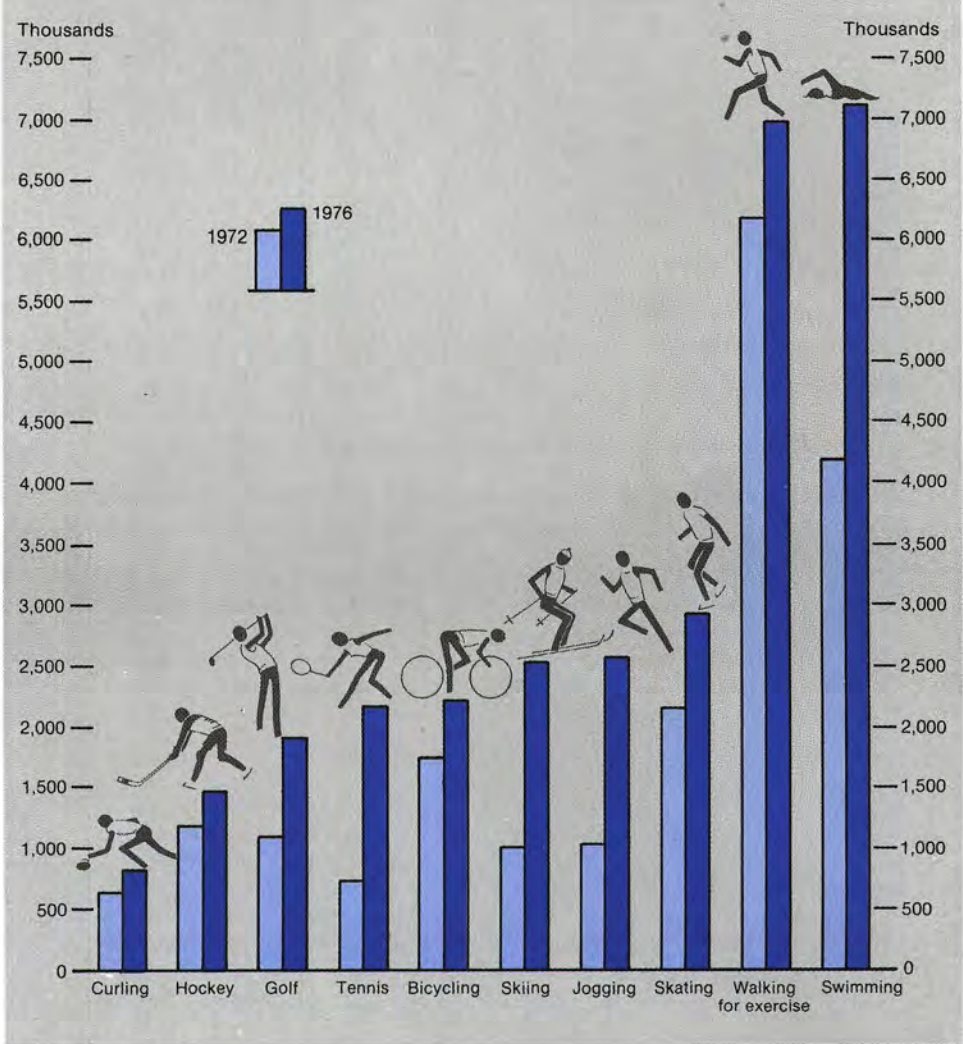


Canadian participation in fitness and amateur sport



Sport Participation Canada, known across Canada by the slogan ParticiPAction, is funded by this directorate to promote physical activity among Canadians. It uses a variety of marketing techniques, such as television ads and brochures, to motivate involvement in physical activity.

The fitness section administers a number of programs and projects designed to promote an awareness of fitness and provide Canadians with information on fitness programs. Its major areas of interest have been fitness and health, employee fitness, fitness trails and the development of the Canadian home fitness test. An exercise break program has been developed to help fitness leaders and health professionals introduce the benefits of physical activity in business, industry and educational institutions.

The Canada fitness award program was developed to encourage boys and girls, aged 7 to 17, to strive for fitness and excellence. The program is administered by the branch