



**Rogers Media partners with AstraZeneca Canada  
and Physical and Health Education Canada to promote new  
children's wellness program *At My Best*™**

**Toronto, June 9, 2009**—Rogers Media is proud to join AstraZeneca Canada and Physical and Health Education Canada (PHE Canada) as a presenting partner of the school-based children's wellness initiative, *At My Best*. The program addresses three key areas of wellness—physical, nutritional and emotional—and empowers teachers, parents and caregivers to inspire and motivate children and their families to make healthier choices today and develop lifelong healthy habits.

A recent report found Canadian school children's physical activity levels received an F grade for the third year in a row with only 13 per cent of Canadian children and youth meeting the minimum recommendation of 90 minutes of physical activity per day. In addition, most children are not getting the daily minimum requirement of fruits and vegetables, and a quarter of Canadian children are either overweight or obese. *At My Best* is a comprehensive and innovative solution to these issues.

“This partnership is a great example of the public and private sector working together to make a difference in the lives of Canadians,” says Andrea Grantham, Executive Director, PHE Canada. “Because Rogers Media and AstraZeneca Canada have taken a leadership role in supporting *At My Best*, we can make an even greater impact in meeting our goal of delivering quality health and physical education programs like *At My Best* to schools across the country.”

PHE Canada and AstraZeneca Canada assembled a team of educators with expertise in physical education, nutrition, health promotion and children's wellness. Parents, children and health experts co-created a comprehensive, turn-key program to; reduce childhood obesity rates, improve nutritional health and raise children's self-esteem.

“We are thrilled to work with AstraZeneca Canada and PHE Canada on this important program,” says Brian Segal, President, Rogers Publishing Limited. “We have always had a genuine commitment to the community and this joint venture is especially gratifying as we have joined forces with AstraZeneca, to forge a partnership that will better serve our own constituency.”

Created for students in kindergarten to grade three, *At My Best* launched in October 2008 and has rolled out to 1,000 schools in English and French across the country in the 2008/09. The program, which has been officially endorsed by the College of Family Physicians of Canada, will be rolled out to another 1,000 schools each year.

“AstraZeneca is committed to taking an active leadership role in supporting healthy initiatives such as *At My Best*,” says Mark Jones, President and CEO, AstraZeneca Canada. “We are excited and proud that Rogers Media is working in partnership to inspire and motivate families to make healthier choices today, and develop lifelong healthy habits.”

For additional information about *At My Best*, please visit [www.atmybest.ca](http://www.atmybest.ca).

**About Rogers Media**

Rogers Media is Canada's premier combination of category-leading radio and television broadcasting, publishing, sports entertainment and online properties. Its Radio group operates 53 radio stations across Canada, while its



Television properties include the five-station Citytv network; its network of multicultural OMNI television stations; Rogers Sportsnet, a specialty sports television service licensed to provide regional sports programming across Canada; and The Shopping Channel, Canada's only nationally televised shopping service. Media's Publishing group produces more than 70 well-known consumer magazines and trade and professional publications in Canada. Media's Sports Entertainment assets include the Toronto Blue Jays Baseball Club and Rogers Centre, Canada's largest sports and entertainment facility.

**About Physical and Health Education Canada**

Physical and Health Education Canada, formerly the Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD), is a national, charitable voluntary-sector organization whose primary concern is to influence the healthy development of children and youth by advocating for quality, school-based physical and health education. PHE Canada's vision is "All Canadian children and youth living physically active and healthy lives" and as such advocates and educates for quality physical and health education programs within supportive school and community environments. For more information, visit [www.phecanada.ca](http://www.phecanada.ca).

**About AstraZeneca Canada Inc.**

AstraZeneca is a leading global pharmaceutical company with an extensive product portfolio spanning six major therapeutic areas: gastrointestinal, cardiovascular, infection, neuroscience, oncology, and respiratory. AstraZeneca's Canadian headquarters are located in Mississauga, Ontario, and its state-of-the-art drug discovery centre is based in Montreal, Quebec. As a company that cares about the health of all Canadians, AstraZeneca Canada Inc. is proud to take an active leadership role in supporting health initiatives including *At My Best*, Frontline Health and many others. For more information, please visit the company's website at [www.astrazeneca.ca](http://www.astrazeneca.ca).

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