

FOR IMMEDIATE RELEASE:

ALCOA Re-launches as Active Aging Canada

SHELBURNE, ON – Thursday March 30th, 2017

To inspire adults and older adult Canadians to experience a healthier active lifestyle we have re-branded ALCOA (Active Living Coalition for Older Adults) as Active Aging Canada. ALCOA, the Active Living Coalition for Older Adults, is a national charity, incorporated in 1999 with a mandate to help older adults maintain a healthy lifestyle no matter what their age. Active Aging Canada will continue this core mission.

Our new name is a proud declaration of who we are and what we do—encouraging healthy active living for all Canadian adults, no matter what their age. We will continue our public outreach programs like the Mall Movers and healthy living community workshops, in addition to developing and disseminating evidence-informed resources for practitioners, and the public, to help adults and older adults achieve a healthy active lifestyle.

Our new name, Active Aging Canada, also expands our target audience to adults and older adults. To do that, we have created a new user friendly adaptive website filled with scientifically based research and advice. The site makes it easier for the reader to find what they want, whether they are a participant, a community leader, or health care practitioner working with adults and older adults.

Dr. Ron Ferguson, PhD, Active Aging Canada Chairman, explains the board's decision to re-brand ALCOA. *"The name change to Active Aging Canada more clearly signifies the nature of our endeavors to reach a community of all adult, and older adult, Canadians. It reflects our continued commitment to cooperatively work with scientific organizations to create value for this community by promoting pertinent research findings about the aging process. Subsequently, we translate these findings into practical measures in order to foster appropriate activities for adults and older adults to maintain optimal mental, physical and spiritual well-being."*

Statistics Canada (2012 & 2013) has reported that only 1 in 5 adult, and older adult, Canadians achieve the recommended 150 minutes of moderate-to-vigorous physical activity per week, based on the Canadian Physical Activity Guidelines. These inactive Canadians are unable to realize the health benefits of active living. Through our resources, workshops, and programs, Active Aging Canada is committed to engaging more adults and older adults to value and adopt healthy lifestyle behaviours.

Active Aging Canada will continue as a coalition of national, provincial, local organizations, and individual members, all of whom have an interest in promoting a society where all older Canadians are leading active lifestyles that contribute to their overall well-being.

For more information please visit: www.activeagingcanada.ca
www.silvertimes.ca

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