

FOR IMMEDIATE RELEASE

THE PROVINCE OF NOVA SCOTIA PROCLAIMS MAY 9 AS “MAKE YOUR MOVE DAY”

The Healthy Tomorrow Foundation’s Make Your Move campaign aims to contribute to a cultural shift in which simple movement is valued, prioritized and increased in Nova Scotia.

(May 3, 2023 – Halifax, N.S.) Premier Tim Houston has signed a proclamation declaring May 9 as Make Your Move Day in Nova Scotia.

Make Your Move Day is an opportunity to encourage all Nova Scotians to add more simple movement to their day, helping them recognize it’s easy to do and that it feels good to move more throughout the day.

The proclamation follows the ongoing success of [Make Your Move](#), an awareness and public engagement campaign by the [Healthy Tomorrow Foundation](#). The campaign celebrates Nova Scotians who make movement a priority in their day – whether they’re active during the workday, at home, to get places or for fun.

“Encouraging and creating opportunities for movement and physical activity is important for our individual and community well-being. The Nova Scotia Department of Communities, Culture, Tourism and Heritage (CCTH) is proud to support the Healthy Tomorrow Foundation in their work to inspire Nova Scotians to move more today and every day.” Pat Dunn, Minister of Communities, Culture, Tourism and Heritage.

The goal of Make Your Move is to inspire Nova Scotians to think about movement differently and recognize that it’s easy to do. The campaign emphasizes simple movements like standing, walking and dancing, and outdoor activities, such as playing, gardening and birdwatching.

“We appreciate the Government of Nova Scotia for officially recognising the positive impact that increasing simple movement can have on the health of Nova Scotians,” said Dr. Alex Mitchell, Chair of the Healthy Tomorrow Foundation’s Board of Directors. “We also want to acknowledge CCTH for their ongoing support of the Healthy Tomorrow Foundation and for championing physical activity through their [Let’s Get Moving Nova Scotia Action Plan](#). The proclamation of Make Your Move Day is a powerful step toward creating a vibrant and healthy tomorrow for all Nova Scotians.”

Along with the provincial awareness campaign, the Healthy Tomorrow Foundation is working with CCTH to introduce Make Your Move in three Nova Scotia communities: Antigonish, Lockeport and



Yarmouth. Each community was awarded financial support from CCTH to participate in a multi-year physical activity initiative. The goal is to support Nova Scotia communities in creating a vibrant future where residents enjoy an improved quality of life through increased daily movement.

Nova Scotians are invited to celebrate Make Your Move Day on May 9 by intentionally moving more throughout the day – and then every day afterward.

The Healthy Tomorrow Foundation was created by Doctors Nova Scotia in 2018 and exists to inspire and empower all Nova Scotians to achieve wellness through active and healthy living.

The Healthy Tomorrow Foundation is committed to developing and delivering products that enhance the well-being of all Nova Scotians. Learn more at www.healthytomorrow.ca.

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