

Press release

Family doctors prescribe the Grand défi Pierre Lavoie

Montréal, April 21, 2015 – The Grand défi Pierre Lavoie (GDPL) and the Fédération des médecins omnipraticiens du Québec (FMOQ) today announced the signing of an important partnership that will bring the two organizations together for the next three years. As part of this partnership, the FMOQ will encourage its members to “prescribe” energy cubes to their patients to encourage them to adopt healthy lifestyle habits and therefore prevent risk of lifestyle diseases such as Type 2 diabetes, certain kinds of cancer and cardiovascular disease.

“I am proud to see a group as influential as family doctors taking the lead and giving more momentum to a prevention movement already well underway in our schools. It is a historic agreement for the promotion of healthy lifestyle habits in addition to being extremely reassuring for the future of Quebec,” said Pierre Lavoie.

The announcement was made during a press conference held in Montreal, during which representatives from 19 FMOQ associations rode stationary bikes and ran on treadmills. To set the tone for this major partnership, the doctors present prescribed their first energy cubes to guests, some of whom completed theirs right away by taking a brisk walk along Pierre-Dupuy Avenue.

“Family doctors across Québec are extremely proud to become full-fledged partners of the Grand défi Pierre Lavoie. They are also excited about their role as honorary sponsors of the Grand défi this year. Far from seeing this as a purely honorary title, family doctors intend to play a proactive role in sensitizing their patients to adopting healthy lifestyle habits by prescribing energy cubes. We feel that it is time, collectively, to launch a major campaign so that Quebecers of all ages, all conditions and all regions start moving. This is really *the* best investment for their health. Exercise is the number one treatment for preventing a wide range of major diseases. We will always be there to treat these diseases, but preventing them is a far better tactic, which is why family doctors are lending their support to this great adventure called the Grand défi Pierre Lavoie,” said Dr. Louis Godin, President of the FMOQ.

Starting September, a new kind of prescription will make its debut in the offices of family doctors: energy cubes for everyone!

About the Fédération des médecins omnipraticiens du Québec

The FMOQ is an 8,000-member strong professional union representing the general practitioners of Québec. Its mission is to represent the professional and scientific interests of its members. For more information on the FMOQ, please consult its Web site at www.fmoq.org

About the Grand défi Pierre Lavoie

Since November 2008, the Grand défi Pierre Lavoie has criss-crossed the roads of Québec with a major objective: to create the biggest health movement in the province and, soon, across Canada. It includes six major events: The Primary School Tour during the school year, the Get up and move ! challenge and La Course in May as well as the Grand Prize for the winning schools, the 1,000-km event and La Boucle, (The Loop) in June. In 2014 alone, more than 400,000 children and their families accumulated 90.7 energy cubes, representing on average 14.5 hours of physical activity a week per family.

- 30 -

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