

MEDIA RELEASE

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Water Does Wonders For Kids And Families In Leeds and Grenville

Healthy Kids Community Challenge Launches Water Does Wonders Campaign

Leeds and Grenville is launching the *Water Does Wonders* campaign to encourage kids and families to drink water as a healthy alternative to sugar-sweetened beverages.

Water Does Wonders is the next phase of the [Healthy Kids Community Challenge](#), which promotes healthy eating, physical activity and healthy lifestyle choices for children.

"I am excited to move forward with the second theme of Ontario's Healthy Kids Community Challenge, encouraging kids and their families to drink water instead of sugary drinks", said Dr. Eric Hoskins, Minister of Health and Long-Term Care. "Helping kids and their families to make healthy choices in their everyday lives is an important part of our plan to help Ontarians lead happier, healthier lives."

The purpose of the *Water Does Wonders* theme is to motivate kids to drink water when they are thirsty. Water is essential for good health. It is also a simple, convenient, and low-cost option for quenching thirst.

"Healthy Kids Leeds and Grenville has several exciting initiatives planned for this next theme" said Healthy Kids Community Challenge Leeds and Grenville Facilitator, Joanne Desormeaux. "We are excited to announce the **Community Water Bottle Filling Station Initiative**. This initiative will make it easier for children and families in Leeds and Grenville to choose water by allowing non-profit organizations/groups to apply for funding to purchase a Water Bottle Filling Station. Water Bottle Filling Stations provide quick and easy access to free drinking water. The deadline to apply is October 14, 2016.

Other planned activities to engage kids, families and community members in the *Water Does Wonders* theme include school and community education programs, a photo contest, and a healthy beverage policy workshop.

Leeds and Grenville is among 45 communities selected to take part in the Healthy Kids Community Challenge.

Encouraging kids to stay active and healthy is part of the government's plan to build a better Ontario through its [Patients First: Action Plan for Health Care](#), which provides patients with faster access to the right care; better home and community care; the information they need to live healthy; and a health care system that is sustainable for generations to come.

QUICK FACTS

- Healthy Kids Community Challenge Leeds and Grenville is receiving up to \$500,000 over three years from Ontario to fund local community projects.
- Healthy Kids Community Challenge Leeds and Grenville introduced several activities to promote Theme 1. Run, Jump, Play, Every Day, including the Community Project Fund and the Movin' and Groovin Dance Challenge.
- Children need lots of water to stay hydrated and healthy. Water makes up more than half of a child's weight. A steady supply is necessary to keep bodies working properly. Water contains no sugar, calories, additives or caffeine, making it the smart choice for sipping throughout the day.

- Dietary preferences are established between the ages zero and four years, laying the foundation for eating habits later in life. Research has shown that when children are used to consuming water at a young age, they are more likely to drink water later in life.

For more information about the Healthy Kids Community Challenge, please visit www.healthykidslg.ca. Like us on Facebook at <https://www.facebook.com/healthykidslg/> and follow us on Twitter <https://twitter.com/healthykidslg>

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