

May 12, 2010



**PLAY, LIVE, BE TOBACCO-FREE ONTARIO SELECTS 28 ORGANIZATIONS OFFERING SPORT AND RECREATION PROGRAMS TO RECEIVE GRANTS FOR THE ADOPTION OF TOBACCO-FREE POLICIES**

**Second Grant Application Round Now Open**

*(Note: For a list of the twenty-eight (28) sport and recreation organizations awarded Play, Live, Be Tobacco-Free grants in Round 1, please click [here](#).)*

TORONTO, ON (April, 29 2010) --- Sport and recreation organizations play a vital role in the health and well-being of our communities. As cigarettes and other tobacco industry products counteract the health benefits gained by participating in sport and recreation, the Ministry of Health Promotion recently granted the Play, Live, Be Tobacco-Free movement funding to assist non-profit sports teams and organizations in the adoption of tobacco-free policies.

The funding for the Play, Live, Be Tobacco-Free grants is part of the Ministry of Health Promotion's Healthy Communities Fund that was designed to support community based health promotion initiatives in Ontario. The Play, Live, Be Tobacco-Free grants program will provide more than 100 organizations offering sport and recreation programs with up to \$500 for the creation and promotion of a tobacco-free policy. To date, 28 organizations have been selected and have committed to having a tobacco-free policy in effect by July 30, 2010. A second application round is now open, with a submission deadline of noon on May 21, 2010.

"The goal of the Play, Live, Be Tobacco-Free initiative is providing everyone involved in sport and recreation the opportunity to be physically active in the healthiest possible environment. These grants

will help protect Ontarians, especially youth, from the negative effects of tobacco product use and exposure,” said the Honourable Margaret Best, Ontario Minister of Health Promotion.

Tobacco-free sport and recreation means that everyone taking part in a sport or recreational activity does not use tobacco industry products. It means participants, parents, coaches, spectators and leaders do not smoke, snuff, dip, or chew tobacco while engaged in sport and recreation.

“We are pleased with the cross section of groups that applied for this first round of funding,” said Linda Stobo, Play, Live, Be Tobacco-Free steering committee co-chair and Tobacco Control Area Networks Manager, Middlesex-London Health Unit. “We encourage all sport and recreation organizations to develop tobacco-free policies and to support their municipalities in creating tobacco-free zones for all to enjoy.”

The application process is open to all non-profit sport and recreation clubs, teams, leagues and organizations. Grants are awarded based on how applicants intend to adopt, endorse and promote their tobacco-free policy and how they plan to support and educate members about living a tobacco-free lifestyle.

“I’m enthusiastic about the new partnership opportunities between sport and recreation organizations and public health through the Play, Live, Be Tobacco-Free movement,” said Margaret Emin, Play, Live, Be Tobacco-Free steering committee co-chair and SPORT4ONTARIO chair. “We encourage all organizations offering sport and recreation programs to apply for grants and to become tobacco-free.”

Grant application packages are available for download from [www.playlivebetobaccofree.ca](http://www.playlivebetobaccofree.ca). The applications are administered by SPORT4ONTARIO, a member of Play, Live, Be Tobacco-Free Ontario Collaborative.

#### About Play, Live, Be Tobacco-Free Sport and Recreation

Play, Live, Be Tobacco-Free Sport and Recreation is an Ontario-based movement that promotes healthy tobacco-free activity. The movement is a collaboration of public health, sport and non-profit organizations\* that support local, regional and provincial decision-makers in developing tobacco-free policies in sport and recreation environments. Tobacco-free sport and recreation means that participants,

coaches, parents, spectators, leaders and officials refrain from using tobacco industry products, in any form, while involved in a sport or recreation activity. For more information visit - [www.playlivebetobaccofree.ca](http://www.playlivebetobaccofree.ca).

\*The Play, Live, Be Tobacco-Free Collaborative is composed of: the seven Tobacco Control Area Networks which involve Ontario's 36 Public Health Units; the Program Training and Consultation Centre; SPORT4ONTARIO; the Coaches Association of Ontario; Physical Activity Resource Centre; Parks and Recreation Ontario; Canadian Cancer Society – Smokers' Helpline; the Ontario Lung Association; and the Ontario Chronic Disease Prevention Managers Network.

#### About The Healthy Communities Fund

The Ministry of Health Promotion's Healthy Communities Fund is a one-window approach to funding local organizations for the delivery of health promotion initiatives. Healthy Communities Fund priorities include: physical activity, sport and recreation; healthy eating; tobacco use and exposure; injury prevention; substance & alcohol misuse; and mental health.

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For more information:

Jason Chapman / Matt Drennan-Scace

[info@media-network.org](mailto:info@media-network.org)

416-971-9800

With support from:



Our mailing address is:

SPORT4ONTARIO

102-3 Concorde Gate

Toronto, Ontario M3C 3N7

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