



THE CORPORATION OF THE
CITY OF ST. CATHARINES

BRIAN McMULLAN
MAYOR

Box 3012, 50 Church Street,
St. Catharines, Ontario, Canada L2R 7C2
Tel: 905-688-5600 www.stcatharines.ca

May 14, 2013.

Mr. Paul Carfagnini
General Manager
Z 101.1/ 105.1 ED FM
pcarfagnini@1051edfm.com

Dear Mr. Carfagnini:

Thank you for your request received May 13, 2013. I regret to inform you that The City of St. Catharines no longer issues proclamation notices for any organization. This policy has been in effect since October of 1995.

This policy is not a reflection of Council's appreciation of your efforts to promote the importance of National Health and Fitness Day and the benefits to the community. I will forward your correspondence to the City Clerk's Office, so that it may be included on the Correspondence List for Council information. I will also mention National Health and Fitness Day in my address to Council on Monday, May 27th. Please contact my office at 905-688-5600 ext.1540 if there is any other way that I can be of assistance.

I wish you all the best for National Health and Fitness Day!

Best regards,

A handwritten signature in black ink, appearing to read 'Brian McMullan', written in a cursive style.

Brian McMullan
Mayor

May 10, 2013

His Worship Mayor McMullan
Mayor, City of St.Catharines
Via email

Dear Mayor McMullan:

Re: National Health & Fitness Day

We write to invite you to work with the team at Z101.1 and 105.1 ED FM to enhance the health and fitness of the residents of St. Catharines and all Canadians. To that end, I enclose a draft resolution that you can adapt or use to commit your Council to a national program that unites you with other local governments to promote increased participation in physical activities in communities across Canada. Our radio stations will be broadcasting announcements on-air to help raise awareness of the National Health and Fitness Day, and encourage our listeners to participate at local events.

Councils which have endorsed the concept have taken different approaches. Some have simply proclaimed the day (the first Saturday in June) to raise awareness of the importance of increasing physical activity; others have encouraged use of their local fitness facilities by reducing or by waiving admission fees; some have done both. In any case, endorsement of the concept should ultimately generate revenues as it drives up participation rates and helps promote our common interest in encouraging Canadians to live healthier lifestyles.

In addition, some local governments have leveraged their support by notifying the Federation of Canadian Municipalities. Should FCM receive sufficient support, it will add its endorsement to that of the Canadian Medical Association and other organizations. A draft notice is enclosed, along with a draft notice to the office of MP Weston, who is monitoring the results from Coast to Coast and who has introduced the *National Health & Fitness Day Private Member's Bill*.

Thank you for the consideration to promote health and fitness in St.Catharines and joining the initiative across Niagara. I look forward to hearing from the City's parks and recreation staff to discuss a Public Relations program to create positive exposure and encourage community involvement on local events.

Kindest regards,

Wendy Gray
General Manager
Z 101.1 / 105.1 ED FM
905-356-6710 ext 229

Paul Carfagnini
General Sales Manager
Z 101.1 / 105.1 ED FM
905-356-6710 ext 230

Draft resolution for Niagara Region to proclaim:

NATIONAL HEALTH AND FITNESS DAY

WHEREAS:

Canada by nature offers abundant recreational and fitness opportunities through such things as our mountains, oceans, lakes, forests, parks, and wilderness;

We as Canadians could therefore be the healthiest and fittest people on earth;

Participation rates in healthy physical activities have been declining;

We have public facilities to promote health and fitness;

Canadians recognize the growing concern over chronic disease and other impediments to health and fitness;

Health and fitness ought to be promoted for Canadians of all ages and abilities;

The first week of June is Environment Week in Canada, and walking and cycling are great ways to reduce vehicle pollution and encourage physical fitness; and

We all aspire to increase participation by Canadians in health, recreational sports and fitness activities;

THEREFORE:

We proclaim National Health & Fitness day in our municipality/district /regional district as the first Saturday in June;

(Optional) As a step to increase participation and enhance the health of all Canadians, we commit to make our health, recreational sports, and fitness facilities available at a reduced or complimentary basis on National Health and Fitness Day; and

In order to leverage the effect of our proclamation, we shall advise the Federation of Canadian Municipalities of our proclamation.