



makes you think

## media release

### **TVOKIDS PROVINCE-WIDE "DON'T SIT STILL TOUR" LEAPS INTO TIMMINS AND COCHRANE ON APRIL 25 AND KIRKLAND LAKE ON APRIL 26**

#### **Free live stage show motivates kids to get active, eat right, and have fun.**

Toronto, April 3, 2009 — How do we get our kids to exercise their bodies as well as their mousepads, and discover as much about food groups as social media groups? As longtime champions of healthy minds and healthy bodies for children, *TVOKids* and the Don't Sit Still Tour bring their high-energy live stage show to Timmins and Cochrane on Saturday April 25 and Kirkland Lake on Sunday April 26. (See venues and times below.) Many firsts are part of this year's tour, including an exciting new contest offering kids the chance to make a guest appearance on stage.

"We're hearing more and more about how key exercise and nutrition are to kids' success in school," says Lisa de Wilde, TVO's Chief Executive Officer. "That's why TVO is taking our inspiring Don't Sit Still message to communities across Ontario. Like everything *TVOKids* does, the DSS tour is all about empowering kids to get energized for learning."

The *TVOKids* Don't Sit Still Tour is presented by EatRight Ontario, with sponsorship in part by Egg Farmers of Ontario. The much loved *TVOKids* hosts Mark, Jackie and Ryan travel to communities across Ontario to perform in this free dynamic stage show that encourages a healthy, active lifestyle. Young audiences and their families can enjoy new songs, new dance moves, and non-stop opportunities to join in and follow along. And as a memento of the show and its message of healthy living and eating, kids receive free Don't Sit Still gift bags.

"Encouraging children to be more active every day is vital to good health and wellbeing," says Margaret Best, Ontario's Minister of Health Promotion. "The *TVOKids* Don't Sit Still Tour is a great way to deliver this very important message to children and their parents in communities throughout Ontario."

Want to be part of the show? Kids can enter the *TVOKids* Healthy Hot Seat Contest for a chance to be on stage with the *TVOKids* hosts when the Don't Sit Still show comes to their city. Winners also receive *TVOKids* merchandise prize packs. Kids can register online for a chance to win, or find more information, at [tvokids.com/dss](http://tvokids.com/dss).

"What's really cool about the Don't Sit Still Tour is we get kids excited about getting active," says *TVOKids* host Ryan Field. "You'll see kids having fun singing and dancing with us, and they don't even know that while they're moving they're actually learning about active lifestyles and healthy eating. Mark and Jackie and I have a blast travelling across Ontario because we get to connect with *TVOKids* fans face to face!"

Also new this year are nutrition booths set up near the stage, where kids and families can drop by to ask questions and pick up tips and information from Registered Dietitians and nutritionists from EatRight Ontario and Egg Farmers of Ontario.

"This sponsorship is a great opportunity for us to provide Ontario families with information about the nutritional importance of eggs, and offer fast and delicious recipes to prepare them," said Carolynne Griffith, Chair of the Egg Farmers of Ontario.

Following is the schedule for the *TVOKids* 2009 Don't Sit Still Tour's stops in Timmins, Cochrane, and Kirkland Lake, featuring *TVOKids* hosts Jackie and Ryan. Each show is approximately 40 minutes.

**Saturday April 25 (morning): Timmins**

*Performance at 10 am*  
Timmins Square  
1500 Riverside Drive  
Timmins, Ontario

**Saturday April 25 (afternoon): Cochrane**

*Performance at 4:30 pm*  
Tim Horton Events Centre  
7 Tim Horton Drive  
Cochrane, Ontario

**Sunday April 26 (afternoon): Kirkland Lake**

*Performance at 1 pm*  
Hockey Heritage North  
Theatre and Gold Hall  
400 Government Road West  
Kirkland Lake, Ontario

The next stops on this year's *TVOKids* Don't Sit Still Tour, now in its eighth season, are St. Catharines, Hamilton and Kitchener. The 2009 tour launched February 21–22 with shows in Oshawa, Peterborough, Brampton and Newmarket, followed by shows in Windsor, Sarnia and London on March 21-22. For more about the Don't Sit Still Tour, visit [tvokids.com](http://tvokids.com)

**About TVO**

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media. For more information, visit [tvo.org](http://tvo.org).

**Where to find TVO**

Cable channel 2 (channel may vary in some areas), Bell TV channel 265, Star Choice channel 353.

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