



makes you think

media release

TVOKIDS PROVINCE-WIDE 'DON'T SIT STILL TOUR' LEAPS INTO ST. CATHARINES AND HAMILTON ON MAY 23 AND KITCHENER AND MILTON ON MAY 24

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

Toronto, May 5, 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 St. Catharines and Hamilton on Saturday May 23 and Kitchener and Milton on Sunday May 24. (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 to find more information, at 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 St. Catharines, Hamilton, Kitchener and Milton, featuring *TVOKids* hosts Ryan and Mark. Each show is approximately 40 minutes.

Saturday May 23 (morning):

St. Catharines

Performance at 11 am

Fairview Mall
285 Geneva Street
St. Catharines, Ontario

Sunday May 24 (afternoon): Kitchener

Performance at 11 am

K-W Baby & Toddler Show
Bingemans Conference Centre
425 Bingemans Centre Drive
Kitchener, Ontario

Saturday May 23 (afternoon): Hamilton

Performance at 4 pm

Jackson Square Mall
2 King Street West
Hamilton, Ontario

Sunday May 24 (afternoon): Milton

Performance at 4 pm

Milton Mall
55 Ontario Street South
Milton Ontario

The next stop on this year's *TVOKids* Don't Sit Still Tour, now in its eighth season, is Toronto (Sunday June 7). The 2009 tour launched February 21–22 with shows in Oshawa, Peterborough, Brampton and Newmarket, followed by shows in Windsor, Sarnia and London, then Timmins, Cochrane and Kirkland Lake.

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.

Where to find TVO

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

– 30 –

Media contacts:

Anne Rubenstein
TVO Communications
416.484.2600 ext. 2881
arubenstein@tvo.org

Andrea Franklin
TVO Marketing
416.484.2600 ext. 2202
afranklin@tvo.org

Mark Smith
Fairview Mall, St. Catharines
905-646-3165

Vivien Johnson
Jackson Square Mall, Hamilton
905-522-3501

Laura Brown
K-W Baby & Toddler Show
Bingemans Conference Centre, Kitchener
519-883-1809

Kyle Webb
Milton Mall
905-878-3900