



makes you think

## media release

### **TVOKIDS PROVINCE-WIDE "DON'T SIT STILL TOUR" LEAPS INTO WINDSOR ON MARCH 21 AND SARNIA AND LONDON ON MARCH 22**

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

Toronto, February 26, 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 Windsor on Saturday March 21 and Sarnia and London on Sunday March 22. (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.

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 Windsor, Sarnia and London, featuring *TVOKids* hosts Ryan and Jackie. Each show is approximately 40 minutes.

**Saturday March 21 2009 (afternoon): Windsor**

*Performance at 1 pm*

Art Gallery of Windsor

2nd Floor

401 Riverside Drive West

Windsor, Ontario

*Please note:* admission to the Art Gallery of Windsor is free for those attending the show.

**Sunday March 22 2009 (morning): Sarnia**

*Performance at 11 am*

Lambton Mall

1380 London Road

Sarnia, Ontario

**Sunday March 22 2009 (afternoon): London**

*Performance at 3:30 pm*

White Oaks Mall

1105 Wellington Road

London, Ontario

Other stops ahead on this year's *TVOKids* Don't Sit Still Tour, now in its eighth season, will include Kitchener, Ottawa and Sault Ste. Marie. The 2009 tour launched February 21–22 with shows in Oshawa, Peterborough, Brampton and Newmarket.

**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. For more information, visit [tvo.org](http://tvo.org). For more about the Don't Sit Still Tour, visit [tvokids.com](http://tvokids.com).

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