



**Press release
For immediate release**

La Grande marche as part of the Grand défi Pierre Lavoie: Chelsea and La Pêche join the movement

Chelsea, October 2, 2018 – On October 21, you're invited to join a walk to promote healthy lifestyle habits in La Grande marche Chelsea-La Pêche as part of the Défi Pierre Lavoie. Organized in partnership with Fédération des médecins omnipraticiens du Québec (FMOQ), this community-building event is free and open to all.

The 5-km route will run along Rivière des Outaouais. Walkers are free to go at their own pace without worrying about being timed.

The walk will begin at the Farm Point Park in Chelsea (311, chemin de la Rivière) and end at the Wakefield community centre. Free shuttle service will be provided. Come at 9:00 a.m. to enjoy fun activities and a performance by Stone Age Man.

Registration is free. Go to onmarche.com to register.

Quebec keeps pace

La Grande marche will be held simultaneously in 75 other cities and towns across Quebec. Every administrative region will host at least one Grande marche. This level of participation shattered last year's record, when 24 host cities answered the call. In all, more than 30,000 walkers took part in the event across Quebec. Expected numbers for this year are even higher.

A joint FMOQ/Grand défi Pierre Lavoie initiative

For Fédération des médecins omnipraticiens du Québec (FMOQ), La Grande marche represents the culmination of its members' year-long efforts to encourage their sedentary patients to get up and get moving. Some even gave their patients a prescription to participate in the event. Open to all and entirely free of charge, La Grande marche is an opportunity to raise public awareness of how actively Quebec's general practitioners work to promote a healthy lifestyle.

"As far as I know, Quebec is the first modern society with family doctors taking part in an event like this, prescribing physical activity to their patients.



FMOQ is our key partner in La Grande marche. They carry the cause with us and give it a lot more exposure, because who knows what's good for our health better than our family doctor?" says Grand défi co-founder Pierre Lavoie.

"General practitioners in every region of Quebec are very proud to be associated with La Grande marche once again. Holding an open, increasingly popular event like La Grande marche sends a strong and unequivocal message in favour of prevention and the adoption of healthy lifestyle habits. Encouraging and prescribing physical activity as a family doctor is all very well, but being active along with your patients is even better, and that's what we will enthusiastically be doing on October 20 and 21," said FMOQ president Dr. Louis Godin.

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La Grande marche is part of the partnership between Fédération des médecins omnipraticiens du Québec and Grand défi to give family physicians more tools to fight their patients' sedentariness. This gave rise to the Grand défi Pierre Lavoie, prescribed by family physicians.

About Fédération des médecins omnipraticiens du Québec

A professional union representing all general practitioners in Quebec, FMOQ has 9,500 members. Its mission is to protect their professional and scientific interests. For more information on FMOQ, visit www.fmoq.org.

About Grand défi Pierre Lavoie

Since November 2008, Grand défi Pierre Lavoie has been travelling the roads of Quebec with a very important objective: to establish the largest health movement in the province and, soon, the country. It includes a series of major events: La Tournée des écoles primaires, La Tournée mini cube, Le défi des Cubes énergie, Force 4, La Grande récré, La Petite Expé, La Course, La Grande récompense, Le 1000 KM, La Boucle, and La Grande marche.

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APPENDIX

La Grande marche as part of the Grand Défi Pierre Lavoie event list

Visit onmarche.com for specifics on each event. Many other towns and cities to come. Stay tuned!

Oct. 20, 2018	Asbestos	Oct. 20, 2018	Mandeville	Oct. 20, 2018	Saint-Lambert
Oct. 20, 2018	Beaconsfield	Oct. 21, 2018	Maria-Chapdelaine	Oct. 21, 2018	Saint-Lazare
Oct. 21, 2018	Bécancour	Oct. 21, 2018	Marieville	Oct. 21, 2018	Saint-Léon-le-Grand
Oct. 21, 2018	Blainville	Oct. 21, 2018	Mirabel	Oct. 20, 2018	Saint-Raymond
Oct. 20, 2018	Blue Sea	Oct. 21, 2018	Montmagny	Oct. 20, 2018	Saint-Sauveur
Oct. 20, 2018	Brossard	Oct. 21, 2018	Nédélec	Oct. 20, 2018	Saint-Zotique
Oct. 21, 2018	Carleton-sur-mer	Oct. 21, 2018	Notre-Dame-des-Prairies	Oct. 20, 2018	Sainte-Adèle
Oct. 21, 2018	Chelsea and La Pêche	Oct. 20, 2018	Papineauville	Oct. 21, 2018	Sainte-Anne-des-Plaines
Oct. 20, 2018	Chibougamau	Oct. 20, 2018	Pincourt	Oct. 21, 2018	Sainte-Cécile-de-Milton
Oct. 21, 2018	Cowansville	Oct. 21, 2018	Pointe-Claire	Oct. 20, 2018	Sainte-Marie
Oct. 21, 2018	Delson	Oct. 20, 2018	Port-Cartier	Oct. 21, 2018	Sept-Îles and Uashat
Oct. 21, 2018	Drummondville	Oct. 20, 2018	Rawdon	Oct. 21, 2018	Shefford
Oct. 21, 2018	Gaspé	Oct. 21, 2018	Richelieu	Oct. 21, 2018	Sherbrooke
Oct. 21, 2018	Gatineau	Oct. 21, 2018	Rivière-du-Loup	Oct. 20, 2018	Témiscouata-sur-le-Lac
Oct. 20, 2018	Granby	Oct. 21, 2018	Roberval	Oct. 20, 2018	Thetford Mines
Oct. 27, 2018	Îles-de-la-Madeleine	Oct. 21, 2018	Rouyn-Noranda	Oct. 21, 2018	Trois-Rivières
Oct. 21, 2018	La Prairie	Oct. 21, 2018	Saint-Amable	Oct. 20, 2018	Val-des-Monts
Oct. 20, 2018	Lac-Etchemin	Oct. 20, 2018	Saint-Augustin-de-Desmaures	Oct. 21, 2018	Valcourt
Oct. 21, 2018	Lachute	Oct. 21, 2018	Saint-Donat	Oct. 20, 2018	Varennes
Oct. 21, 2018	Laval	Oct. 21, 2018	Saint-Hyacinthe	Oct. 21, 2018	Victoriaville
Oct. 20, 2018	Longueuil	Oct. 20, 2018	Saint-Jérôme	Oct. 20, 2018	Ville de Deux-Montagnes
Oct. 20, 2018	Malartic	Oct. 21, 2018	Saint-Joseph-de-Sorel	Oct. 20, 2018	Ville de Saint-Constant