



**Press release
For immediate release**

**Walk your way to better health: Chelsea and La Pêche are onboard
Invitation to walk along with La Grande marche, part of the Grand défi Pierre Lavoie**

La Pêche, October 9, 2019 – The public is invited to come take a walk for healthy lifestyles on October 20. La Grande marche Chelsea - La Pêche is part of the Grand défi Pierre Lavoie. This powerful community-building event is organized jointly with FMOQ (Fédération des médecins omnipraticiens du Québec) and is free and open to all.

The 5 km route runs along Rivière des Outaouais. Walkers are free to set their own pace.

The walk will start at Wakefield Community Centre, 38 chemin de la Vallée-de-Wakefield, La Pêche, at 10 a.m. A free shuttle will be available. You're invited to come at 9:30 a.m. for entertainment and a Zumba warmup before starting out. Community organizations will be there providing support along the way as well as a relaxation and cool-down at the end.

Signup is **free**. Go to onmarche.com to register.

Quebec keeps pace

La Grande marche will be held simultaneously in 100 other cities and towns across Quebec, breaking the record of 78 set last year. At that event—the 4th annual—there were more than 54,000 walkers province-wide. And the stars are aligned for the 5th annual to be even bigger!

A joint initiative by FMOQ and the Grand défi Pierre Lavoie

Family doctors have an insider's perspective on the benefits of active living for their patients. For them, La Grande marche is an opportunity to motivate their sedentary patients to get out there and get moving.

Part of FMOQ's partnership with the Grand défi has FMOQ members handing out prescriptions for La Grande marche to their patients, as a first step. "Family doctors are keenly aware of how important healthy lifestyles are to our patients," says Louis Godin, family physician and president of FMOQ. "Expect to see us out in force on October 18, 19, and 20, walking alongside them. FMOQ wants to promote good health through physical activity. That's why we've been partnering with La Grande marche since 2015."



Pierre Lavoie sees the partnership with FMOQ as one of the keys to the event’s success. “La Grande marche is a great way for families to have fun together,” he says. “It also sends a message supported by modern medicine—that walking is the best way to stay healthy. It’s also the easiest to get into. I’m thrilled that an ever-increasing number of people is getting in step with us and making walking part of their daily lives. I’m just as thrilled to see so many municipalities encouraging their people with La Grande marche events of their own. It’s a big step toward a healthier Quebec!”

About Fédération des médecins omnipraticiens du Québec

FMOQ is a 9,500-member professional union representing all of Quebec’s general practitioners and working to protect their professional and scientific interests. For more information on FMOQ, visit www.fmoq.org.

About the Grand défi Pierre Lavoie

The Grand défi Pierre Lavoie’s primary objective is to build a culture of preventive health in Quebec by getting people to adopt healthier lifestyles. It reaches out to people of all ages, inside Quebec and beyond its borders, by putting on a host of major events each year that bring people together for long-term change, including La Tournée des écoles, La Tournée mini-cube, Force 4, La Petite Expé, Le défi des Cubes énergie, La Course, Le 1000 KM, La Boucle, and La Grande marche.

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