



PRESS RELEASE

FOR IMMEDIATE USE

Contest for teenagers: Draw a logo for the project « *The Islands physically fit and healthy* » And you may win a cash prize!

Magdalen Islands, January 24, 2011. The committee and the partners of the project « The Islands physically fit and healthy » invites all young Magdalen Islanders between 12 and 17 years of age to participate in a contest to create a logo for this project in development in the archipelago.

« *The Islands physically fit and healthy* » is a project sponsored by « *Québec en forme* », a provincial program created in 2002, the goal being to contribute and favour the adoption and maintenance of good eating habits as well as a physically active lifestyle for youngsters from 0 to 17 years of age and their families. The logo will be used in all communication tools for this project: press releases, letter head, Facebook page etc.

Guidelines

The logo may or not contain color, must be well defined, easy to reproduce for different uses and visible when reduced. Must be presented on a clear base and contain the following elements:

- an original drawing, representative of the youth and the project ;
- the name of the project « *The Islands physically fit and healthy* ».

The proposition must include, on a separate page, a short written description of the logo (information on what inspired the drawing) and the information concerning the participant (name, surname, age, civic address, phone number and email).

Prizes to win

A committee will select the winning logo. The designer of the selected logo will win a cash prize of 150\$. Also, all participants may win a 50\$ cash prize by random draw.

Deadline and other details

Only young Magdalen Islanders aged between 12 and 17 are eligible to participate. All propositions, must be received by Friday, February 18, 2011 at 4:30 p.m., either:

- by email : ilesenforme@muniles.ca
- by mail : Mr. Gino Yanire
Coordinator
The Islands physically fit and healthy
1589, chemin de l'Étang-du-Nord
L'Étang-du-Nord, Qc G4T 3C1
- or by coming in person to the Leisure, culture and community Services office located at 1589, chemin de l'Étang-du-Nord, at L'Étang-du-Nord.

The winner will be announced publicly in the weeks following the end of the contest. Good luck to all!

-30-

Source: Ms. France Arseneau
Responsible for Communications
The Islands physically fit and healthy

For information: Mr. Gino Yanire
Coordinator
The Islands physically fit and healthy
418 986-3321, extension 22