

***Forever Young* has launched a partnership to promote the Ontario Senior Games – Actifest in 2010**

By Don Wall

Forever Young has signed on with the Actifest 2010 committee of the City of Oshawa to serve as a media sponsor of the event.

Forever Young will be providing extensive coverage in-paper and online and engaging in a number of marketing endeavours with the committee as the countdown towards the 2010 Ontario Senior Games – Actifest begins. The Ontario Senior Games – Actifest is a multi-sport event that provides people 55-plus with an opportunity to compete and meet people from across the province. The event is scheduled for August 10-12, 2010. Approximately 1,200 athletes will compete in 17 events. The Ontario Senior Games is a program of the Ministry of Health Promotion and is delivered by the Sport Alliance of Ontario in cooperation with the Ontario Senior Games Association. Ontario is divided into 40 districts for Senior Games purposes, with each district holding local Senior Games that will qualify winners to compete in Actifest in August. Says Actifest 2010 sponsorship committee chair Bill Allen of Oshawa, “The seniors segment of Ontario’s population is a growing influential group. We will provide them with the opportunity to participate in activities that will keep them involved physically and mentally through their retirement years.”

Participants and organizers should keep checking foreveryoungnews.com on a daily basis for updates on a region by region basis.

See ontarioseniorgames.ca to learn more. To submit information, email dwall@metroland.com.

– Don Wall