



**INSTITUT DE
CARDIOLOGIE
DE MONTRÉAL**

AFFILIÉ À
Université 
de Montréal

PRESS RELEASE
For immediate release

**THE MONTREAL HEART INSTITUTE
ENCOURAGES QUÉBEC'S POPULATION TO TAKE PART IN
DÉFI SANTÉ 5/30!**

Montréal, January 7, 2009 - A pioneer in preventive medicine in Canada, the Montreal Heart Institute (MHI) is proud to be the co-promoter of the *5/30 Health Challenge*, as the fostering of healthy lifestyle habits through this program is at the very heart of the preventive mission of the MHI.

“We are very pleased to be party to this vast health movement aimed at motivating the population as a whole to take action in simple ways that will enable its people to be healthier and to stay healthier,” said Dr. Martin Juneau, director of prevention at the MHI, director of the Center for Preventive Medicine and Physical Activity (ÉPIC), and professor of medicine at the Université de Montréal.

The MHI and ACTI-MENU are working together to help Québécois take charge of their health

ACTI-MENU, a company whose mission is to help individuals take charge of their health, has been officially affiliated with the MHI's prevention division since November 2005. Through its special ties to ACTI-MENU, notably by way of the *5/30 Health Challenge* and the *Quit to Win! Challenge*, two programs offered free of charge to the public, the Montreal Heart Institute is becoming an ever growing presence in the community.

During recent years, a record number of Québécois have chosen the road to health by participating in the *5/30 Health Challenge* and the *Quit to Win! Challenge*. The fact that so many individuals are taking concrete steps to live without tobacco, to eat better and to be more active gives us every reason to rejoice. “It is estimated today that the majority of cardiovascular diseases as well as a large portion of cancers could be avoided by adopting healthy lifestyle habits. We must therefore intervene before the fact, sensitizing Québécois to take responsibility for their health and helping them do so by offering ways and means to support and motivate them. This is what we propose by inviting them to participate in the *5/30 Health Challenge*; the benefits they derive from it will no doubt be many,” concluded Dr. Juneau, who is also co-president of ACTI-MENU.

About the Montreal Heart Institute

Founded in 1954 by Dr. Paul David, the Montreal Heart Institute constantly aims for the highest standards of excellence in the cardiovascular field through its leadership in

prevention, ultra-specialized care, training of professionals, clinical and fundamental research, and assessment of new technologies. It is affiliated with the Université de Montréal and its clinical outcomes are among the best in the world. To learn more about the Institute, please visit our website at www.icm-mhi.org.

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