



GEORGINA

Media Release

Town of Georgina Corporate Communications
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Celebrate World Water Day by Participating in The Great Gulp

Join a Town-wide coordinated drink of water on Wednesday, March 22

Georgina, ON – The Healthy Kids Community Challenge Georgina (HKCC) and the Town of Georgina are inviting local residents, schools and businesses to celebrate World Water Day on Wednesday, March 22 by participating in The Great Gulp, a coordinated toast to our drinking water at 2:30 p.m.

Whether you are at work, home or school, you can take part in The Great Gulp. How do you participate? It's simple. Grab your reusable water bottle, fill it up and at 2:30 p.m. on March 22, make a toast and take a big drink of your water. Don't forget to take a photo or selfie and share it with us on the Town's Facebook event page, or by tagging us on Twitter or Instagram using the hashtag #TheGreatGulp or #HealthyKidsTOG.



“Water as a beverage is a healthy choice for people of all ages, but particularly children,” said Georgina Mayor Margaret Quirk. “Celebrating The Great Gulp is a wonderful opportunity to build awareness about our drinking water sources in Georgina and encourage children to make water their first choice for healthy hydration.”

The HKCC has invited local elementary schools to participate in The Great Gulp and all schools who do take part will be entered into a draw to win a portable sport water cart.

“Through the work of the HKCC, we learned that Georgina is the only municipality in York Region who relies on Lake Simcoe as our main drinking water source. The human body is made up of 60 to 70 per cent water, so, in essence, your drinking water source is who you are – we are Lake Simcoe,” said HKCC Project Coordinator, Katherine Squires.”

International World Water Day is an annual event held on March 22 to build awareness about the importance of freshwater and the sustainable management of freshwater resources.

The Healthy Kids Community Challenge launched the *Water Does Wonders* campaign in July 2016 to encourage kids and families to choose water as a healthy alternative to sugar-sweetened beverages. *Water Does Wonders* is the second theme of the Healthy Kids Community Challenge. Continue to join the water movement by taking the Water Does Wonders Pledge at waterdoeswonder.ca

Georgina is one of 45 communities across Ontario chosen by the province to participate in the Healthy Kids Community Challenge. The program promotes healthy lifestyle choices for children by increasing physical activity levels and enhancing nutrition. For more information, visit the Healthy Kids Community Challenge section on georgina.ca

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