

FOR IMMEDIATE RELEASE

4572 km “Bike to Beat Childhood Obesity” Hits the Road on Canada Day

Kineticico Water Hydrates the Ride to Beat Childhood Obesity

Toronto, June 19, 2008. Brock Picken, the co-founder of “Bike to Beat Childhood Obesity” will be setting off on Canada Day for a 4,572 kilometer bicycle ride across Canada, all the while wearing a 40lb (18kg) weighted vest, in order to raise awareness about childhood obesity and to raise funds for The Hospital for Sick Children (SickKids) in Toronto. Picken says his goal is to raise \$40,000 for children’s wellness programs and cause discussion on the topic with media help in each community he passes through.

“Bike to Beat Childhood Obesity” will take Picken most of July to accomplish. Traveling an average of over 150 kilometers a day, Picken will be riding his bike from Toronto to Victoria B.C. Wearing the 40 lb. weight suit will make the ride much harder for Picken. He explains, “I thought wearing the 40 lb suit was important. It is symbolic of the amount of weight a child can gain over a lifetime of inactivity and poor eating habits. The same 40lbs is estimated to be the amount of frozen french fries the average North American consumes annually.”

The ride will finish in Victoria at the well known “Mile 0” marker, where the monument of Terry Fox resides. “I decided to end the race there because it’s an important land site,” said Picken. “Terry Fox put hope in the hearts of Canadians with his run for cancer (Marathon of Hope) and I hope to do the same with childhood obesity.”

Kineticico, Canada’s Water Experts, as the main sponsor of this cause, will be riding right along with Picken to make sure he keeps hydrated with Kineticico “biopure” water. Phillip Adsetts, Kineticico Canada’s Managing Director, said, “When Brock approached us regarding sponsorship of this worthwhile cause, there was no question in our mind. Childhood obesity is on the rise and we applaud Brock’s effort to help these children with his very proactive approach. It is great to see Brock’s generation taking ownership of important social issues and actually doing something about it.”

It is a problem that plagues our time. Childhood obesity has tripled from 5 per cent to 15 per cent over the past 20 years. Picken, 28, is the president of Brock’s Ultimate Fitness (BUF) and takes obesity seriously. “Having been a fitness professional for many years now, I have seen the alarming trends in increasing childhood obesity rates”, Picken says. “I chose this cause to take more of an approach towards prevention of a serious problem. Many children who are obese at a young age will eventually develop diseases such as diabetes, heart disease and cancer.”

In fact, a recent study found that the current lifestyles of “tweens” aged 9 to 12 could put them in the fast lane for developing heart disease and stroke as early as their 30s. **-more-**

So how big is the problem? According to a survey conducted by Statistics Canada in 2005 “the Canadian Community Health Survey”, 26% of Canadian children and young adults aged 2 to 17 are overweight or obese, with 8% or an estimated 500,000 being obese.

“Childhood obesity rates are going up and I plan on initiating a movement to bring them back down,” Picken says. “That is why my event is called Bike to Beat Childhood Obesity. It’s all part of a larger plan to get everyone to take more responsibility and more action towards something that is really affecting the health of our youth.”

Picken will not be taking this ride alone. As well as Kinetico sponsoring his ride, Picken’s girlfriend and co-founder of “Bike to Beat Childhood Obesity”, Marta Kaspryszak, will be driving along side him the whole way.

Picken has been training six to eight hours a day to prepare him for the ride. He says, “Although the ride will be physically demanding, I feel ready and I know I have great support. My biggest concern is the amount of money I need to raise.” Picken has set a goal of raising \$40,000 for SickKids.

If you want to donate or learn more about the ride go to www.biketobeatobesity.com. Donations will also be accepted at any TD CanadaTrust by deposit through: Account# 31602-004-03976300798.

For additional information on Kinetico Home Water Systems, call 1 866 351 8722, or visit www.kinetico.ca.

CONTACT

For more information, or to obtain high-resolution images, media may contact:

Phillip Adsetts
Managing Director
Kinetico Canada Inc.
519.927.9500 ext. 230
Phillip_Adsetts@kinetico.com

Kevin Leckie
Marketing and Communications Administrator
Kinetico Canada Inc.
519.927.9500 ext. 247
Kevin_Leckie@kinetico.ca

-more-

Media Advisory - Press Conference For:

4572 km “Bike to Beat Childhood Obesity” Hits the Road on Canada Day

Kinetico Water Hydrates the Ride to Beat Childhood Obesity

Press conference to provide press with an opportunity to interview Brock Picken and obtain details on his bike ride across Canada.

Brock Picken, the co-founder of “Bike to Beat Childhood Obesity”, will start his 4,572 kilometer ride across Canada, while wearing a 40 lb (18 kg) weighted vest, on Canada Day in order to raise awareness about childhood obesity and to raise funds for The Hospital for Sick Children (SickKids).

Where: **Queen’s Park North, Toronto**

When: **July 1st, 2008, 8:00 AM**

For more information, or hi-resolution imagery, contact:

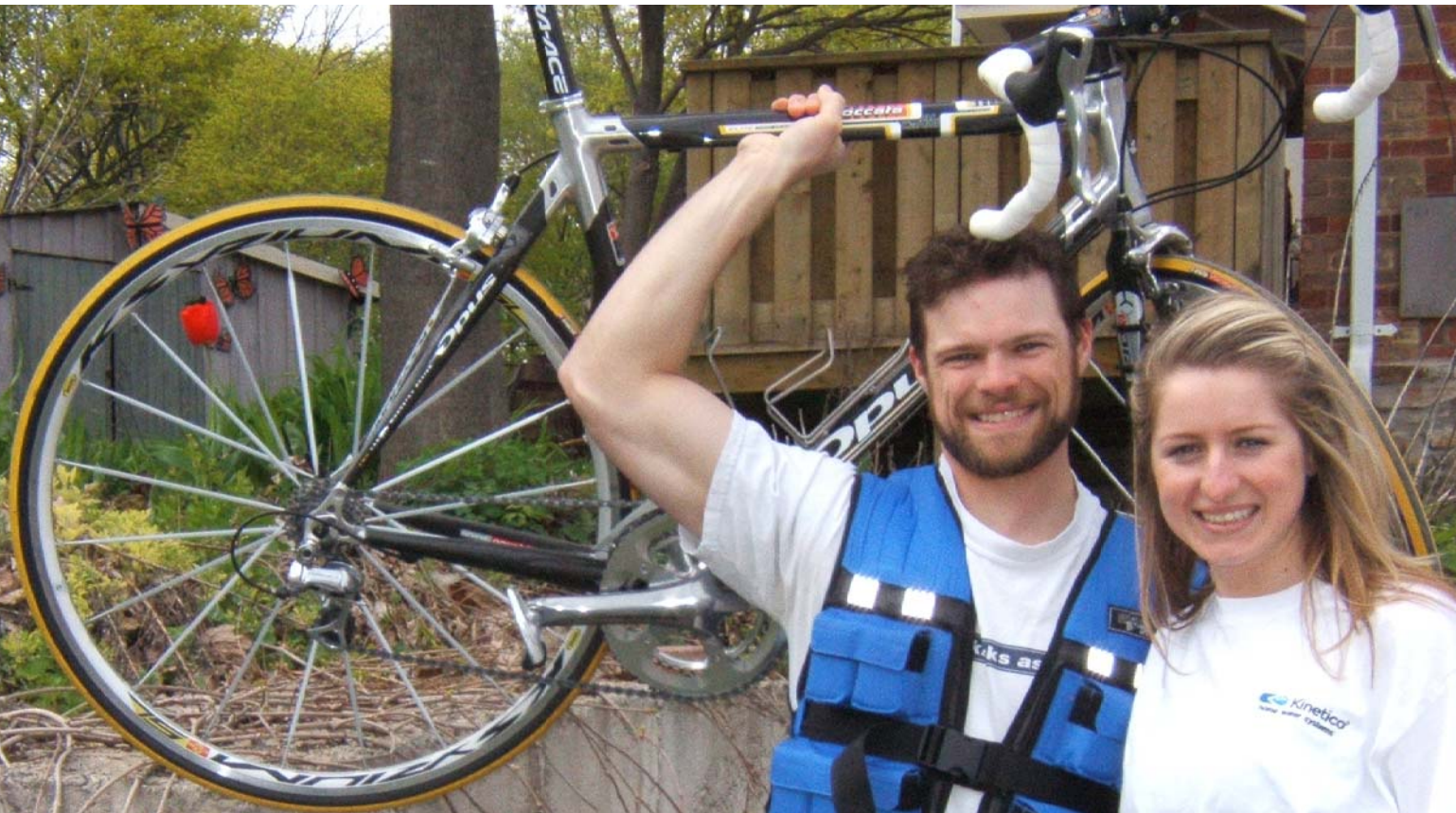
Kevin Leckie
Marketing and Communications Administrator
Kinetico Canada Inc.
519.927.9501 ext. 247
Kevin_Leckie@kinetico.ca

The Bike to Beat Childhood Obesity

Official Travel Schedule and Dates

Date	START	END	Prov.
1-Jul-08	Queen's Park, Toronto	Orillia	ON
2-Jul-08	Orillia	Pointe au Baril Station	ON
3-Jul-08	Point au Baril station	Sudbury	ON
4-Jul-08	Sudbury	Iron Bridge	ON
5-Jul-08	Iron Bridge	Batchawana Bay	ON
6-Jul-08	Batchawana Bay	Wawa	ON
7-Jul-08	Wawa	Marathon	ON
8-Jul-08	Marathon	Nipigon	ON
9-Jul-08	Nipigon	Thunder Bay	ON
10-Jul-08	Thunder bay	Upsala	ON
11-Jul-08	Upsala	Dryden	ON
12-Jul-08	Dryden	Kenora	ON
13-Jul-08	Kenora	Winnipeg	MB
14-Jul-08	Winnipeg	Carberry	MB
15-Jul-08	Carberry	Moosomin	SK
16-Jul-08	Moosomin	Regina	SK
17-Jul-08	Regina	Herbert	SK
18-Jul-08	Herbert	Maple Creek	SK
19-Jul-08	Maple Creek	Brooks	AB
20-Jul-08	Brooks	Calgary	AB
22-Jul-08	Calgary	Banff	AB
23-Jul-08	Banff	Field	BC
24-Jul-08	Field	Beavermouth	BC
25-Jul-08	Beavermouth	Revelstoke	BC
26-Jul-08	Revelstoke	Salmon Arm	BC
27-Jul-08	Salmon Arm	Kamloops	BC
28-Jul-08	Kamloops	Merritt	BC
29-Jul-08	Merritt	Hope	BC
30-Jul-08	Hope	Vancouver	BC
31-Jul-08	Vancouver	Mile 0, Victoria	BC

Event ends at the Terry Fox monument, in his honour, at Mile 0



think:
environmentally
responsible

Canada's most
environmentally
responsible
water treatment
systems

thinkclearblue.ca



Kinetico
home water systems

