

News Release

Second Annual Drop the Pop Contest Begins

IQALUIT, Nunavut (**April 21, 2005**) – Minister of Health and Social Services Levinia Brown has announced that the 2005 "Drop the Pop" contest will take place from April 25 to 29.

"This contest is designed to encourage students to make healthier drink choices, Brown said. "Good nutrition is important for the bodies and minds of growing children. Healthy drinks as part of a healthy diet give them the nutrition they need to live, work, and learn in school."

The "Drop the Pop" campaign was developed because pop consumption is a major nutritional concern in Nunavut. Pop has a high calorie content and poor nutritional value.

The "Drop the Pop" contest is between schools, classrooms and students. They will compete to stop drinking pop for one week and instead choose healthy drinks like water, milk, broth or 100% fruit juice. Prizes include free healthy drinks, free water bottles and gift certificates for sports equipment.

The Department of Health and Social Services is partnering with the Northwest Company and Arctic Co-operatives Limited, as well as the Department of Education and the Department of Culture, Language, Elders and Youth. Funding is also provided by the Aboriginal Diabetes Initiative.

Schools in Nunavut received booklets providing information on how to participate in the "Drop the Pop" contest and teaching materials on nutrition and dental health with an emphasis on choosing healthy drinks.

The "Drop the Pop" contest is open to students in Nunavut from grade K-12. Last year 14 schools from 11 communities participated and the winning school was Leo Ussak Elementary School in Rankin Inlet.

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