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*For Immediate Release*

## ***Sounding Out Healthy Lifestyles***

**Toronto, March 15, 2010** - “We’ve found that kids are able to focus on how things around them - role models, commercials and peer groups - influence their attitude towards healthy living,” says Rex Deverell, Chalmers Award-winning Playwright.

Students have been speaking up about physical activity, healthy eating and substance abuse prevention as Mixed Company Theatre Artistic Director, Simon Malbogot and Deverell have conducted soundings to consult with young people at schools in Toronto, East Ottawa, and Thunder Bay for the Project ACT Pilot.

A province-wide initiative sponsored by the Ministry of Health Promotion, Project ACT is an interactive, theatrical presentation that helps Ontario students in grades 6-9 recognize and overcome the blocks, excuses, barriers and deflections that prevent youth from leading active, healthy lives.

On completion of the script, Malbogot and Deverell will return to each soundings school to hold a play-reading and solicit further feedback from students. Later in May, these same schools will host students, educators and community partners from surrounding areas for special pilot presentations of the new play.

Development of the pilot is well underway, with these community soundings finishing in London next week.

A distinctive element of Project ACT is the encouragement for students to organize their own additional events related to active living. This lets young people take charge of creating their own healthy lifestyles while inspiring others to do the same. In Fall 2010, Project ACT will tour to 120 schools across the province, empowering even more young Ontarians to live active, healthy lives.

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*Mixed Company Theatre produces innovative, socially relevant drama  
as a tool to educate, engage and empower for positive change.*

**Media Contact:**

AINSLEY SKYE  
EDUCATION AND COMMUNITY OUTREACH ASSOCIATE  
MIXED COMPANY THEATRE  
416-515-8080  
[ainsley@mixedcompanytheatre.com](mailto:ainsley@mixedcompanytheatre.com)

[416 515 8080](tel:4165158080) • [mixedcompanytheatre.com](http://mixedcompanytheatre.com) • [info@mixedcompanytheatre.com](mailto:info@mixedcompanytheatre.com)