




Visit to the
U.S.S.R.
by Prime Minister
Brian Mulroney

November 20-25, 1989

La visite du
Premier ministre
Brian Mulroney en
URSS

du 20 au 25 novembre 1989

CANADA-SOVIET FIT TREK



The first set of Canada Soviet Fit-Trek Challenges took place in January and February of 1989, twinning five Canadian and five Soviet cities in friendly competition. Each day during the 1989 challenge, some 800 000 people in both countries were involved. A 20-minute period of any form of physical activity by each individual was logged as one kilometre; and the overall goal for both sides was to log the greatest possible distance towards the planet Mars. In total, over 21 million kilometres were logged.

Soviet media coverage of Fit Trek was unprecedented. Fit Trek was the daily lead item on Soviet television's prime-time current affairs program, reaching an audience of 140 million.

In January and February 1990, 11 Soviet and 11 Canadian cities, including the two capitals, will be "paired" for the fitness challenge. Montréal, for example, will be twinned with Moscow, Vancouver with Kiev, and Ottawa with Naberezhniye Chelny.

Some 2.7 million Canadians and 12.7 million Soviets are expected to take part in this year's challenge. The level of involvement is comparable to that of Ottawa's "Winterlude" festival or the "Carnaval" in Québec.

Prime Minister Mulroney will launch the 1990 Canada-Soviet Fit Trek Challenge on November 22 in Red Square. Hundreds of Soviet and Canadian citizens will be present at the ceremony.

The Canadian government hopes that contacts established at the grassroots level, through events like Fit Trek, will provide a solid and healthy foundation for future co-operation and friendship between Canada and the Soviet Union.