

representing both labour and management, participate for their companies in a field day of friendly competitive activities. All the activities are designed so that no special skills or athletic abilities are needed. The names of many of the activities are taken from workplace terminology: executive strut; board of directors; assembly line relay; pass the buck; and red tape relay. Others are designed to focus attention on single lifestyle issues, like stress, good nutrition or leisure time management. Emphasis is on an energetic (active), educational good time.

Events can be held in summer or winter, in parks, parking lots or stadiums. They can be indoors or outdoors and even aquatic activities.

An event can only be a success if it reflects the real lifestyle needs and character of the community in which it is held. Therefore, each participating community is encouraged to create its event in its own way.

Following broad Corporate Challenge guidelines, communities design and organize events on their own. They create the event format, select the activities, and even make up new activities to suit their own needs. Communities finance their events, provide the facilities and resources for them, and run them as they see fit. Each event is therefore unique, a special product of the community in which it grows.

Why "corporate"?

It is called "corporate" because two-thirds of the Canadian population over 15 years of age are employees, most of whom spend 60 per cent of their waking hours at their place of work and lead sedentary lives. Not all have the incentive or the opportunity to offset this with healthy activity in leisure time.

Corporate Challenge events provide an opportunity for both management and employees to become involved in positive lifestyle activities without requiring a high level of commitment in either dollars or time.

Benefits

Benefits are manifold. Participation boosts company spirit and helps create a positive company profile as a good, responsible corporate citizen. Participation can mean the beginning of a healthier, fitter and more active workforce. Companies have discovered that where positive lifestyle habits are well established among employees, productivity can be increased,



absenteeism decreased and employee turnover reduced.

Participants enjoy the opportunity to form new friendships with people outside their own work environment. Most significant, however, is the fact that for the most part teams consist of employees who have never previously taken part in track and field events. The events motivate many employees to continue running or participating in some other form of exercise on a year-round basis. In all cases, however, there is an increased awareness of the need for healthier lifestyles.

The concept for the Corporate Challenge is based on the Canadian (Corporate Cup) model developed in 1979 by Action B.C., an agency of the British Columbia Ministry of Health, to promote fitness participation in the province at the company level. The event was so successful that the Department of National Health and Welfare, with the permission of Action B.C., adopted the model and encouraged the other provinces and territories to take part in the program. The response was encouraging. Seven provinces besides British Columbia held events during the initial season of 1980. A total of ten Corporate Challenges took place across Canada involving 250 teams and 4 000 participants.

Since then other provinces have been involved, the territories, more companies, more communities and more people. This year (1982) a total of 60 events will be held involving 25 000 participants and 900 teams. Growth of Corporate Challenge has been rapid and sustained....

(From an article by Phyllis V. McDougall in *Canada Commerce*, October 1982.)

Oldest Canadian broadcaster

Peggy Holmes, 85, of Edmonton, Alberta, who started her latest career as broadcaster and interviewer at 75 years, is "Canada's oldest broadcaster". She is currently heard on both the Canadian Broadcasting Corporation and CKUA Edmonton radio stations.

Originally from England, where she was the first female bank employee in her town, Mrs. Holmes came to Canada as the war bride of Harry Holmes in 1919. They settled in Alberta, first on a ranch near Stettler and then they homesteaded near St. Paul. They later moved to Edmonton where Mr. Holmes was a court reporter for 45 years.

Mrs. Holmes was introduced to radio script writing in the creative writing class she took when she was 75. She wrote 19 episodes depicting her pioneer life on the ranch and homestead that were so impressive that CBC gave her a radio spot on an early morning show five days a week. Several years and 850 scripts later she signed a contract with CKUA Edmonton where she is co-host with Chris Allen, 30, on a weekly program aimed at senior citizens.

Mrs. Holmes has written one book, *It Could Have Been Worse* and is writing her second, *Never a Dull Moment*, which is expected to go to the publisher by the end of the year.

High-tech park slated for Ottawa

A second high-tech industrial park will be developed in Ottawa in the spring of 1983. The 72-hectares of land were purchased for the park from the National Capital Commission for \$2.1 million.

The first industrial park in Ottawa was filled several years ago. Since then high-tech companies have built outside the city because much of the available land in the city is controlled by developers and the prices have not been competitive with sites in surrounding municipalities.

"In general, we're supportive of the idea of an Ottawa hi-tech park, but as we've pointed out in the past, the potential for growth is so great that providing hi-tech companies with a situation flexible enough to allow them to stage their expansion is of paramount importance," said executive director of the Canadian Advanced Technology Association Bob Long.