



News Release

SOGO Active Launched Nationally -- ARPA Proud Alberta Coordinator

Edmonton, Alta. October 09, 2008 – Alberta Recreation and Parks Association (ARPA) is proud to announce their involvement with SOGO Active, a national active living program aimed at Canadian youth. SOGO Active is unlike any other youth fitness program as it gives Alberta's youth the tools to design and control their own individual "get active" plan.

The SOGO Active national program officially launched today with ARPA as the provincial coordinator in the initiative. *(See attached national media release and SOGO Active backgrounder.)*

Registering for SOGO Active is as easy as visiting www.sogoactive.com or via the ARPA homepage www.ARPAAonline.ca and clicking on the link provided.

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About ARPA:

ARPA is a provincial, not-for-profit, charitable organization made up of volunteers committed to building healthy citizens and communities in Alberta through recreation, sport, arts, culture and parks. Serving Albertans since 1952, ARPA members include community and public recreation agencies, educators, corporate, elected/appointed officials, lay and student members.

For more information on SOGO Active and ARPA, please visit www.sogoactive.com or www.ARPAAonline.ca or call (877) 544-1747.

For additional information, contact:

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