



PRESS RELEASE

CPMA Announces Half Your Plate Partnership with Olympic Hockey Champions Rebecca Johnston and Mélodie Daoust

June 19, 2019 (Ottawa, ON) – CPMA is delighted to announce a new partnership with Olympic hockey gold medallists Rebecca Johnston and Mélodie Daoust. Johnston and Daoust will be promoting the [Half Your Plate](#) initiative in their daily lives through their personal social media accounts. CPMA will also be posting content featuring the women’s hockey superstars to the Half Your Plate social media platforms and on [HalfYourPlate.ca](#).

Rebecca Johnston of Sudbury, Ontario, is a two-time Olympic champion (three-time Olympic medallist) and World Champion (eight-time world medallist) representing Team Canada. Johnston is also a two-time Clarkson Cup champion in the Canadian Women’s Hockey League (CWHL), representing the Calgary Inferno.

“Ever since I can remember, growing up in Sudbury, my parents filled half my plate with fruits and vegetables – something I continue to do to this day,” said Johnston. “Fruits and vegetables are essential to my physical and mental strength and I hope to inspire others through the Half Your Plate message.”

Mélodie Daoust of Valleyfield, Que., is an Olympic champion (two-time Olympic medallist), 2018 Olympics Most Valuable Player, and world medallist. Daoust has also played professionally in the CWHL with Les Canadiennes de Montréal. Among all her accomplishments, Mélodie is proudest to be a mother.

“Filling Half Your Plate with fruits and vegetables at every meal is tremendously important to me,” said Daoust. “It’s such an easy thing to do to help you live a healthier life and I couldn’t be happier to partner with Half Your Plate to share this positive message.”

Over the next year, Johnston and Daoust will be activating on their social media channels to promote the Half Your Plate message and share their personal advice including easy recipes, tips on filling Half Your Plate and other fresh ideas.

“Rebecca and Mélodie are wonderful role models, on and off the ice, and their commitment to filling half their plate with fruits and vegetables has led them to incredible success in their careers,” said Ron Lemaire, CPMA President. “We look forward having these great ambassadors spreading the Half Your Plate message.”

Follow Johnston, Daoust and Half Your Plate on Twitter (@RJohnst6, @melodaoust15, @HalfYourPlate) and Instagram (@rjohnst6, @melodaoust15, @halfyourplatecanada), and visit HalfYourPlate.ca for recipes, shopping tips, videos and everything you need to know to fill Half Your Plate at every meal.

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About the Canadian Produce Marketing Association (CPMA):

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.

About the Half Your Plate initiative:

The Canadian Produce Marketing Association, the Heart and Stroke Foundation, the Canadian Public Health Association and the Canadian Cancer Society partnered in 2014 to create the Half Your Plate initiative with the goal of improving fruit and vegetable consumption in Canada. These organizations, widely respected for their role in health promotion and disease prevention through healthy eating education, proudly support the Half Your Plate messaging. The success of Half Your Plate hinges on a team effort, including a network of public health practitioners, all sectors of the produce industry, media and more – to spread the word to all Canadians about the role fruits and vegetables play in a healthy lifestyle. If you're a health practitioner who wants to learn more about getting our promotional materials, [please contact us](#).