

**Proper hydration leads to improved performance and avoidance of problems requiring medical attention.**

Winnipeg, Manitoba, June 10, 2009 – The Sport Medicine and Science Council of Manitoba will be launching an **H<sub>2</sub>O Safe Campaign** June 16<sup>th</sup> leading into the Manitoba Marathon to aid in reducing problems associated with water use during longer duration exercise (especially running).

With many endurance races to come this summer, and with over **5200 runners** competing in the half and full Manitoba marathon events, over **1750** runners will suffer from reduced performance (slower running speeds or failing to complete the event) from “over or under” hydration. Between 2% and 8% of runners will visit the medical support staff at marathons, and about 35 to 132 runners will visit due to medical problems related to fluid intake. Fluid intake problems include dehydration (under-hydration) and hyponatremia (over-hydration). These problems are largely avoidable through education on;

1. Proper hydration
2. Salt intake
3. Changing race strategy based upon the weather (hot and humid)

Media are invited to attend a press conference where table displays will include; visuals of the salt and water requirements for the average marathon runner – before, during and after the race, and basic hydration strategies along with a marathon race map with water stations. Jorie Janzen ( RD, BHEc, Sport Dietician) and Dr. Dean Kriellaars (PhD, Sport Medicine and Science Council of Manitoba) will be presenting the information and will be available for interview.

**This media event will take place on Tuesday, June 16 at 1 pm in Room 227 at Sport Manitoba, 200 Main Street.**

Press Conference Kit will include: facts about proper hydration, facts about hydration related problems in runners, a urine color test kit, a humidex chart, a marathon race map with fluid stations, and a sample hydration plan for a typical marathon runner.

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***For further information, please contact:***

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