



DANONE'S DANACTIVE ENCOURAGING FAMILY ACTIVITIES AND FUN WITH FABULOUS PRIZES

The DanActive Summer Contest inspires families to get moving together

MONTREAL, August 21, 2013 – It's summer and the living may be easy, but [DanActive](#) by Danone is encouraging families to get outside and play. In a huge celebration of the season, the [DanActive Summer Contest](#) on Facebook allows people to upload pictures of a family sports outing or enjoying a healthy activity together. All eligible photos are entered in the contest and the more photos you send, the better your chances of winning outstanding prizes and weekly incentives! Also, each participant receives a \$2 coupon off a DanActive product.

Whether it's teaching your toddler how to swim, hiking up a mountain or learning a new sport, these proud family moments and cherished memories not only bring your loved ones together, but could also help you win exciting prizes, including:

- **Grand prize:** \$1,500 family weekend getaway
- **2nd prize:** \$500 gift card from a sports store
- **3rd prize:** X-Box 360 console with Kinect
- and **weekly prizes** consisting of DanActive products



The DanActive Summer Contest on Facebook inspires families to live healthy by showing off their summer sporting achievements for awesome prizes.

Participation in the [DanActive Summer Contest](#) is easy: Simply register and send in a photo showing your family summer sporting achievements with a brief description. Invite your friends to vote for your photo to help you win one of the weekly prizes. At the end of the contest, a jury will select the winners of the three main prizes. All prize winners will also receive a DanActive medal to congratulate them on their achievements. The contest, which runs between July 3rd and August 31st, 2013, is a great way to have fun, and teach your children that living healthy can have multiple benefits.

So while DanActive may be the little bottle with a lot inside, the [DanActive Summer Contest](#) will send families outside to experience and share the joy of staying healthy together.

About Danone in Canada

Danone in Canada is a member of the Danone Group, a world agrifood leader. As a manufacturer and distributor of quality products that combine good taste and healthy ingredients, Danone is currently the largest Canadian producer of yogurt and other fresh dairy products. Danone believes that its actions should be aimed directly at improving the lives of Canadians both today and tomorrow. For more information, please visit www.danone.ca.

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