

Active Switch Helps Mississauga Attain Active Lifestyle Goals

Mississauga, ON (May 4, 2016) The Active Switch Community Program celebrated its second successful year in Mississauga on March 31, 2016 and the Grand Prize Winner has been announced.

Joan Paulin was presented with the Grand Prize Vermont E-Bike, courtesy of Daymak Inc. after being randomly selected from a list of eligible residents that registered a free account on the interactive online tool and logged at least one active trip.

Paulin was introduced to the Active Switch Program in the summer of 2013 after joining several Community Rides coordinated by the Mississauga Cycling Advisory Committee. “I signed up for Active Switch immediately because it was a way to track my progress. I earned badges for accumulating activity, by doing activity daily and for every kilometre I travelled whether walking or riding. I set goals for myself. I wanted to log an activity every day whether it was walking or riding.”

Since joining the Active Switch Community Program, Paulin continues to challenge her fitness abilities by maintaining or increasing her distance every week. She even participates in short distance bike tours, with her longest being the 60km route at Tour de Mississauga in 2015. “I was convinced I couldn’t do it, that the distance was too long, but I did it and it has increased my confidence in my abilities.”

Although Paulin was ecstatic about her win, she tells us she won’t be the one steering the Vermont E-Bike. “It is for my 26 year old daughter who was a very active teenage athlete with a cardiac system second to none.” Paulin’s daughter was recently diagnosed with pulmonary arterial hypertension – a rare condition characterized by abnormally high blood pressure in the pulmonary artery. Physical activity has limitations for those diagnosed with the disorder, as the affected artery is the blood vessel that carries blood from the heart to the lungs. “The electric bike means that she can continue to be active to the extent of her abilities knowing that her bike will get her through the tough parts of the ride.”

Since the program's launch over 570 Mississauga residents took a step towards positive change and towards building a healthier, more physically active community.

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SustainMobility is a non-profit social enterprise that is committed to fostering sustainable transportation solutions. We work with all levels of government, employers and employees to implement programs that reduce carbon emissions and travel costs, and ease traffic congestion.

Daymak Inc. has been named one of the Greenest companies in Ontario and its products have won several awards including Cleantech North Award, as well as most innovative products at CES 2012 from Scientific American and Top 100 Bike designs. Daymak's goal is to give freedom of mobility while reducing the carbon foot print one electric vehicle at a time.