



FOR IMMEDIATE RELEASE

Coastal Pacific Xpress Inc. wins BCMA's Council on Health Promotion Award of Excellence competition for its staff wellness programs

Surrey, B.C. long-haul trucking firm steps it up as the corporation winner of the province-wide workplace wellness prize

SURREY, B.C., May 31, 2011 – The [British Columbia Medical Association](#) (BCMA) has honoured [Coastal Pacific Xpress](#) (CPx) Inc. with its Council on Health Promotion Award of Excellence for the trucking company's workplace wellness programs.

“Even though our industry faced tremendous economic hurdles over the past few years, we felt strongly that we could never compromise on our ongoing commitment to the health and wellness of our employees,” said Laurie Forbes, CPx's Vice-President, Administration. “We have found that a healthy staff is a productive, engaged and happy staff.”

The BCMA, which annually grants an award each to a British Columbia-based corporation, a non-profit organization and an individual, particularly liked one of CPx's numerous wellness incentives, “Focus on Fitness Friday.”

This initiative provides staff with healthy breakfast, lunch and snack choices. Participants in the recently established 180-member CPx Walking Club are encouraged to “step up their game” on select Fridays by walking even more than normal as part of the Focus on Fitness Friday concept. Club members have been

outfitted with special pedometers and are encouraged to walk a sufficient number of steps every day to maintain good health, then to increase their step count on Fridays.

What makes this more than a fitness program is that for every 1,000 steps the employee walks during Focus on Fitness Friday, CPx donates \$2 to The Centre for Child Development in Surrey, which helps children with severe developmental disabilities.

The BCMA said it liked the Focus on Fitness Friday program for both its originality and dual goals of teaching staff about healthy eating and raising funds for a needy community organization.

CPx has a long history of workplace wellness programs. "In an industry where the average life span of a driver is 61 years of age, we clearly felt this was an important priority for us," said Forbes. "It's even more important considering the stress the industry has experienced in recent years due to the economic downturn. We have no doubt that stress takes its toll on workers, so it is our obligation to help them combat that stress by being as healthy as they can."

Apart from the Friday program, CPx has invested in kiosks that track its drivers' and administrative employees' pedometer steps as well as vital biometric statistics, including heart rate, Body Mass Index (BMI), weight, body fat percentage, blood pressure, oxygen saturation level and even blood-sugar levels for diabetics. Each station is web connected, meaning users can, in complete privacy, save their readings and track them over time - giving them and their healthcare provider an overall perspective of their health. CPx is the first Canadian trucking firm and first Canadian company to invest in these kiosks, distributed by [Lifeclinic Canada](#).

Earlier this year, CPx was selected as one of the Best Workplaces in Canada 2011, reflecting its efforts to promote greater health and wellness among its employees. It was the third appearance by CPx on the list.

CPx will be honoured by the BCMA at a Gala Awards ceremony and dinner on June 11th at the Vancouver Convention Centre.

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Media Contact:

Ann Gibbon

604.263.0634

778.999.0064

info@anngibboncommunications.com