



**For Immediate Release**

## **Step away from the Halloween candy and scare yourself into shape**

**Oct. 6, 2011, Victoria, BC** – With Halloween lurking around the corner, there’s more to be afraid of this fall season than ghouls and ghosts.

While it’s no secret that obesity in North America has reached epic proportions over the past several decades, it might be surprising to learn that some seasonal sweets pack a mammoth-sized caloric punch. Caramel squares and high fructose corn syrup candy corn rank high on the naughty list with, respectively, a whopping 160 calories (four-piece serving) and 150 calories (21-piece serving). But it’s the mini Babe Ruth that takes the top spot with 130 calories (41 per cent from fat) packed into its pint-sized bar.

“For many, Halloween marks the start of a holiday season that’s packed with rich foods and alcoholic drinks – a combo that can be disastrous to the waistline come January,” said Dr. Jolyn Starling, naturopathic physician with [Valentus Clinics](#), a Victoria-based wellness centre. “By making healthier choices, such as ramping up your fitness program and eating a balanced diet, you can battle the bulge before it starts. And remember, good food can taste good!”

### **Halloween survival tip #1 – get those endorphins flowing**

Is it nature’s joke that endorphins, feel-good neurotransmitters that are chemically similar to opiates, are produced by exercising as well as by eating certain foods, such as chocolate? Instead of grabbing a Snickers bar to achieve that natural physical and mental high, opt for a natural (and healthier) high.

The boredom of treadmills and rowing machines are a thing of the past with two BC-based adventure companies, [WildPlay Element Parks](#) and [Ocean River Adventures](#). Balancing physical agility with mental prowess, all four WildPlay parks (located in West Shore Victoria, Nanaimo, Maple Ridge and Whistler) feature a range of elements and outdoor attractions, including ziplines, king swings, aerial Monkido suspended games and obstacles and bungee jumping.

“The WildPlay concept is all about challenging personal limits in a safe and fun natural setting,” said Tom Benson, founder and CEO of WildPlay Element Parks. “There’s nothing quite like that endorphin high you get when flying through the West Coast rainforest on a 457-metre zipline. I bet your candy bar can’t do that.”

And while paddling the Vancouver Island waters with Ocean River Adventures might sound like the more relaxing alternative, founder Brian Henry operates his business of boat rentals, tours and retail stores along the same premise as WildPlay – personal empowerment.

“Whether our client is on a solo harbour tour or an overnight excursion to a nearby island, the end result is always the same – pure exhilaration,” said Henry. “Getting back to nature on these expeditions are good for both the body and soul.”

From sunset kayaks to overnight standup paddling tours, Ocean River Adventures has a range of expeditions to cater to explorers of all experience (and excersize) levels. Some highlights include an eight-day, Bunsby Islands and Brooks Peninsula kayaking expedition; a five and a half hour coastal kayak tour; and a three-hour, introduction to standup paddling course.

For more information about these two outdoor adventuring companies, visit [www.wildplay.com](http://www.wildplay.com) or [www.oceanriveradventures.com](http://www.oceanriveradventures.com).



## **Halloween survival tip #2 – get away from the cold**

Since bulky clothes (perfect for covering up those problem areas), comfort foods and hibernation are all part of the holiday season, why not outsmart the winter weight gain by heading to a tropical destination? If the thought of sun and relaxation in Central America doesn't convince you, the price just might.

Until Nov. 15, 2011, six eco-luxury properties in Costa Rica and Nicaragua are offering a unique *Your Age is Your Discount* rate, meaning that the age of the oldest traveller in the room equals the percentage discount off the total hotel room rate. (Bring your 75-year-old mom and you get 75 per cent off.)

The deal can be applied to room rates at all [Cayuga Sustainable Hospitality](#) resorts and hotels, including Latitude 10 Beach Resort, Finca Rosa Blanca Coffee Plantation & Inn, Arenas Del Mar Beachfront and Rainforest Resort, The Harmony Hotel and Jicaró Island Ec lodge and Lapa Rios Ec lodge (Lapa Rios has a 50 per cent maximum discount in place, due to the hotel's all-inclusive status).

"Our resorts and hotels are the perfect wellness retreat, for both body and soul," said Hans Pfister, CEO and principle of Cayuga Sustainable Hospitality. "With delicious and healthy cuisine and plenty to do and see, including jungle hikes, yoga retreats and on-the-water tours, you'll return home with a renewed sense of being."

For more information about the *Your Age is Your Discount* deal, visit [www.cayugaonline.com](http://www.cayugaonline.com).

## **About WildPlay**

WildPlay Ltd. was created to make exciting outdoor experiences more accessible to people of all ages and fitness levels and aims to reinvigorate the concept of play for children and adults, encouraging families to play together. In 2010, the Better Business Bureau Vancouver Island recognized WildPlay Ltd. in the Arts and Recreation category with a 2010 Torch Award for its honest and ethical business practices and consumer service excellence. For more detailed information on park awards and recognition, as well as WildPlay's community support programs, see [www.wildplay.com](http://www.wildplay.com).

## **About Ocean River Adventures**

Located in Victoria, BC on the beautiful Vancouver Island, Ocean River Adventures is a premier specialty kayaking and outdoor store. With 30 years in the business, the Ocean River Adventures company includes a retail store, kayaking school, tours, rentals and performance paddling club. In 2011, a secondary business, Ocean River Adventures, launched under the same brand with the mission to guide clients on sustainable, Vancouver Island-based excursions. For more information, visit [www.oceanriveradventures.com](http://www.oceanriveradventures.com).

## **About Cayuga Sustainable Hospitality**

Cayuga Sustainable Hospitality develops and manages hotels, lodges and other tourism related projects in Latin America and the Caribbean that are committed to the four P's of sustainability – people, planet, profit and place. It offers solutions and expertise to tourism operators looking to enhance their performance in an environmentally and socially responsible manner. As well, Cayuga provides expert responsible travel advice, including full itinerary suggestions for families, adventurers and honeymooners. For more information on Cayuga Sustainable Hospitality, visit [www.cayugaonline.com](http://www.cayugaonline.com)

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**Note to editors:** high-res images are available through [SendtoNews](#).

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