



## NEWS RELEASE

**“Listening to your body is one thing, understanding what it is telling you is an altogether different story” : The Canadian Kinesiology Alliance proudly announces a partnership with POLAR.**

**OTTAWA, June 1st , 2018** - The Canadian Kinesiology Alliance / Alliance Canadienne de Kinésiologie (CKA / ACK) is pleased to announce that it has entered into a partnership with Polar Electronics Canada. The CKA / ACK encourages Kinesiologists to use POLAR’s sports training computers known to be the world's first wireless heart rate monitor for healthcare professionals, in their pursue to support active people. POLAR will actively work with the CKA / ACK to grow awareness and adoption rates amongst the kinesiology practice.

*“Kinesiologists understand that having good material and equipment to train may help motivation and particularly base their program design on readily available data such as heart rate, and make indicators of the progression of one’s performance, states Marie-Claude Leblanc, president of the Canadian Kinesiology Alliance. This is why we stay on top of the most current and innovative research to ensure that our clients are support with the most current material and equipment, to continue exercising efficiently and effectively. With our understanding of the relationship between exercise and physical functioning, we can ensure that our clients’ exercise programs, including POLAR’s heart monitors to support them in their training, will have the greatest benefit on their overall health.”*

*“Polar helps you get under the skin of your training. We put it down to a combination of expertise in sports, physiology and electronics, coupled with a deep understanding of customer needs. It’s no surprise then that we’ve been leading the way in technological innovations and heart rate monitors since 1977, says Steven Boulet, Marketing Director at Polar Electronics Canada. POLAR cater for all levels of fitness by offering a comprehensive product range, along with essential support and advice. Everything from improving an athlete’s sports performance to helping people enjoy a healthier lifestyle, and aiding rehabilitation and weight management”*

### A PROVEN METHOD TO IMPROVE OVERALL HEALTH

Polar heart rate monitors and performance sports watches are known globally for their durability and accuracy. The selection also includes GPS-enabled bike computers, fitness and running watches, as well as heart rate monitors and performance trackers. Products are designed for any activity ranging from swimming, cross-training and yoga to tracking your daily activity and calories burned. One should exercise regularly, but balancing one’s schedule can be tough. POLAR’s easy-to-use devices and supportive community can boost current activity level and help to make fitness a part of one’s lifestyle. When it comes to fitness, one is loyal to a favorite sport and eager to get out and train every day. Enjoy your health or take exercise to the next level.

### About POLAR Electronics Canada

POLAR is a manufacturer of sports training computers, particularly known for developing the world's first wireless heart rate monitor for healthcare professionals. In 1975, the idea of portable heart rate monitors came into existence. Just over a year later POLAR was founded. In 1979 POLAR filed its first patent for wireless heart rate measurement and





in 1982, launched the first ever wire-free wearable heart rate monitor, changing the way athletes trained forever. Now, over 30 years after that first moment of inspiration, POLAR provides the most comprehensive product range in the industry: from basic models that help motivate and inform beginners and regular exercisers, to providing complete training systems for world champions across numerous disciplines. This desire to be the best is made possible by ambitious and highly talented professionals who still believe as passionately in what we do today, as we did over 30 years ago. And our success is clear to see. Today, Polar employs 1200 people worldwide, has 26 subsidiaries globally and manages a distribution network supplying over 35,000 retail outlets in more than 80 countries. Now that's what we call the power behind Polar.

## ABOUT THE CANADIAN KINESIOLOGY ALLIANCE

Kinesiologists are human movement specialists. Kinesiologists specialize in different areas such as: health promotion, athletic training, rehabilitation, workplace health and safety, ergonomics, disability management, research and sports medicine. The Canadian Kinesiology Alliance / L'Alliance Canadienne de Kinésiologie (CKA / ACK) is a non-profit corporation that advocates and promotes the advancement of the profession of kinesiology in Canada. The CKA / ACK strives to be recognized as the unifying voice for the profession of kinesiology in Canada, and to have a positive impact on Canadians.

On a national level, the CKA / ACK represents seven provincial kinesiology associations (PKAs) that are member associations and over 3,500 affiliated Kinesiologists by developing progressive partnerships with other national organizations, providing support to effect positive change within government and public policy, and by promoting the science of Kinesiology. The CKA / ACK establishes and promotes the standards of the profession across Canada.

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