

## Media Release

### Chiefs of Staff, News Directors

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## Active Blokes helps beat the male bulge

Active Launceston will launch a new Active Blokes program tomorrow, **Friday, August 29**, to provide a great way for men to lead into summer feeling healthy and fit.

The Active Blokes program is designed for males who would like to get active and don't know where to start, allowing participants to try a range of fun activities to find out what best suits their needs in a non-intimidating environment as well as providing a connection to the community.

Australian Bureau of Statistics (ABS) research shows that while almost two-fifths (37%) of young men aged 18–24 years met the physical activity guidelines of 300 minutes of exercise per week, the levels are lower for men aged 25–44 years (32%).

Active Launceston Information Officer Hayden Fox said that when putting together a program such as Active Blokes it was important to consider the health needs of the community.

“The 2011-12 statistics revealed that 69% of Tasmanian women were involved in physical activity, 5% above the national average, yet the men were lagging behind, which is why this type of program is now a priority,” he said.

“Physical benefits such as reduced risk of chronic diseases are not the only positives of such a program; exercise is also linked to improvements in mental health.

“Another goal of Active Launceston is to create a social environment, where participants can meet like-minded people and improve overall health and wellbeing through mateship and activity.

Active Launceston has liaised with six organisations to provide a variety of physical activity sessions over eight consecutive weeks.

Some of the activities organised are a first-of-a-kind for Active Launceston and include Aussie rules football skills, judo, kettlebells, power bands and CrossFit.

LAfit Health & Fitness coordinator Josh Oliver said that the centre is excited to be part of the Active Blokes program.

“I see the need first-hand - watching men get loaded down with work and their families - forgetting how much they used to enjoy getting active with their mates.” he said.

“Involving friends and family is also a great way to get motivated and spur you on to achieve your fitness goals.

Health and Fitness instructor Martin O’Toole, who will be instructing the kettlebell and power band sessions, said that as a 63-years-young instructor he can relate to what is required to maintain a healthy and active mind and body during a person's latter years.

“People make up excuses every day to avoid exercise and but no-one else can make changes in your life except for you.”

Active Launceston is a community-driven partnership with the vision of improving the health and wellbeing of the Launceston community through physical activity.

Other Active Launceston initiatives currently in operation include:

Active Winter, Active and Inclusive, Activate Your Life, Active GOLD, Active & Alive and another new program, Active Sports will also be starting on October 15.

Active Launceston is managed by the University of Tasmania in partnership with Launceston City Council. For more information please visit the website [www.activelaunceston.com.au](http://www.activelaunceston.com.au) or phone 6324 4047.

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