

Media Release

Chiefs of Staff, News Directors

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St.LukesHealth to sponsor Active Launceston Active Kids program in 2015



www.activelaunceston.com.au

Active Tasmania are proud to announce St.LukesHealth are sponsoring the Active Launceston Active Kids under 5's program in 2015. St.LukesHealth Active Kids under 5's is set to commence on Friday 23 October at 9.30am and continue for eight consecutive weeks.

St.LukesHealth has been a big supporter of the Active Launceston initiative since its inception in 2008 and this year have generously agreed to become the program sponsor of this popular program.

The Active Kids under 5's program has been one of the most popular programs in the Active Launceston schedule since it began in 2010. Since then, there have been 1167 individual participants attend at least one of the Active Kids sessions equating to 2250 attendees. On the first day in the 2014 program, over 90 attendees turned up for the initial session highlighting the popularity and need in the community for this type of program.

Active Tasmania Senior Project Manager Lucy Byrne said it was important for children to be physically active every day as it aids healthy growth and development.

“The Active Kids program is great because it is relatively unstructured meaning the children don’t think they are doing exercise. And they get to exercise outdoors in a beautiful place like City Park.

“Parents and guardians are also encouraged to get involved as it is a great opportunity to interact directly with their children whilst gathering ideas to use at home. We encourage all parents to get involved and reap the benefits of this free opportunity.”

St.LukesHealth CEO Chris Williams said, “St.LukesHealth is proud to be a sponsor and is involved to help support our local community stay healthy.

“Parents and guardians are also encouraged to get involved as it is a great opportunity to interact directly with their children whilst gathering ideas to use at home. We encourage all parents to get involved and reap the benefits of this free community programme.” said Mr Williams.

Active Launceston is a community-driven partnership with the vision of improving the health and wellbeing of the Launceston community through physical Activity. Active Launceston is managed by the University of Tasmania in partnership with City of Launceston.

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