

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: WEDNESDAY 2 OCTOBER 2013

ATTENTION: Chiefs of Staff, News Directors



Walk to work with Active Launceston

Active Launceston will host an event for this year's National Walk to Work Day on **Friday, October 4**, in the Brisbane Street Mall.

Two walks will be held on the day - both leaving at 7am and finishing in the mall.

Active Launceston co-ordinator Sharon King said participants can join the walk at:

- Inveresk Park and Walk car park, in Churchill Park Drive;
- the Charles St entrance to the Launceston General Hospital;
- or walk from home to the Mall where there will be a free breakfast funded by Active Launceston and served from 7.30am.

"Walking is an easy, enjoyable, safe and sociable method of exercise that most people can easily join," she said

"Being active in the workplace improves individual health as well as workplace wellbeing by reducing job-related stress, increasing productivity, reducing employee sick leave, increasing loyalty and also reducing risk of chronic disease - leading to a happier environment in which to work."

UTAS Centre of Research Education and Active Living director Associate Professor Stu Smith, who will be participating in the event, said there were a number of environmental and economic reasons to walk to work.

"Improving your overall health and wellness and avoiding chronic diseases takes the pressure off our healthcare system. Environmentally, leaving the car at home has got to be a good thing," he said.

Health Organisation of Tasmania North CEO John Kirwan and Launceston Mayor Albert van Zetten urged employers to get behind the initiative, encouraging employees to incorporate physical activity into their everyday routine.

"Walking to work on October 4 is one easy way to do this," Ald. van Zetten said.

To add some fun to the day there will be a competition for the best-loved sneakers.

The Running Company will judge the “best” worst sneakers, donating a prize for the winner.

Visit www.walk.com.au to register as a Walking Workplace or register your individual Pledge to Put Your Feet First.

Other Active Launceston initiatives include: Active Parks, Active Hydro, Active Aqua, Active Bike and Active Kids.

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 Launceston City Council.

For more information please visit the website www.activelaunceston.com.au or phone (03) 6324 4047.

MEDIA OPPORTUNITY

WHAT: Opportunity for photos, footage and interviews to preview National Walk to Work Day.

WHO: Health Organisation of Tasmania North CEO John Kirwan, Launceston Mayor Albert van Zetten, UTAS Centre of Research Education and Active Living director Assoc. Prof. Stu Smith and Active Launceston coordinator Sharon King.

WHEN: TODAY Wednesday, October 2, 10am at the front entrance of the LGH in Charles St.

For more information, phone Active Launceston coordinator Sharon King on (03) 6324 4047.

Information Released by:

UTAS Communications and Media Office
Phone: (03) 6324 5019 Mobile: 0417 978 025
Email: Media.Office@utas.edu.au