

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Active Launceston aims to walk Australia into Guinness Book of Records

Active Launceston is stepping into Spring and hopefully the Guinness Book of Records as part of The Giant Walk.

On Monday 1 September, Active Launceston will be part of an attempt at the world record for the largest simultaneous walk from multiple locations, while also encouraging more Launcestonians to be active.

Active Launceston is inviting everyone, of all ages and abilities, to participate in the walk events, which will contribute to the world record attempt.

The events will take place at the following four locations:

1. St Georges Square, High Street, Launceston
2. University Football Oval, University Campus, Newnham
3. Ravenswood Community Park, Prossers Forrest Rd, Ravenswood.
4. Civic Square, Launceston

Walkers will register from 1.30pm for a 2pm start and participants are required to walk at least one kilometre to be counted for the record.

A pre-event photo opportunity will be held tomorrow: full details below.

Lucy Marshall, Active Launceston Project Coordinator, said she is excited to be involved in the World Record attempt.

“Australia needs over 231,635 people to walk at the same time on 1 September 2008 at organised venues throughout Australia to break the record,” she said.

In 2006, Western Australia claimed the record Giant Walk record with an impressive 100,915 people walking 1km across 516 locations.

But the Canadians broke the record the following year.

“I am looking forward to participating in the event and encourage as many people to join me to make sure we are counted,” Ms Marshall said.

“Launceston City Council aldermen will even suspend their Council meeting to participate in the event at Civic Square.”

“This is just one of the initiatives that the Active Launceston project is coordinating. Log on to our website from more information at www.activelaunceston.com.au.”

The Giant Walk is being supported State-wide by the Premier’s Physical Activity Council chair Royce Fairbrother.

“The Giant Walk is just one way that we can show Tasmanians how easy and fun it can be to incorporate physical activity into each and every day,” Mr Fairbrother said.

“Tasmanians are always keen for a challenge and I am confident, with the help of Active Launceston, we can walk away with a new world record.”

More details on the walk are available at <www.thegiantwalk.com.au>.

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