

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Cyclists unite for Ride to Work Day

National Ride to Work Day is the perfect opportunity for members of the community to have a go at riding to work or celebrate their regular commute.

Active Launceston encourages community members, employers, employees and families to join the commuter revolution and ride to the Brisbane Street Mall as part of this year's Ride to Work Day on **Wednesday 16 October**.

The Ride to Work program is nationally promoted year-round and actively encourages thousands of Australians thinking of commuting by bicycle to give it a try.

Ride to Work Day provides the opportunity for individuals and organisations to celebrate riding to work. Activities in Launceston on the day include:

- A 15-minute dash by cyclists from different suburbs to the Mall
- Local cycling shops providing tips on bike maintenance and information on cycle groups in Launceston
- Representatives from Tamar Bicycle Users Group (TBUG) in the Launceston Mall debunking myths on cycling and providing information on local bike trails
- Prizes for people who join in events, kindly donated by Cycology, Bike Central, Sprung, Avanti Plus, Cycle Torque and TBUG
- Australian Physiotherapy Association will show the public how to set up bikes correctly and demonstrate stretches and strengthening exercises specific for cyclists
- Meeting Launceston's cycle cops.

ABC radio will cover the event and Active Launceston will hold a free breakfast at Pages the Mall between 7.30am - 8.30am tomorrow, Wednesday, October 16.

Active Launceston coordinator Sharon King said that riding to work is sociable, helps you look good, feel great, maintain a healthier weight, and reduce stress as well as a number of other health benefits.

“For those that haven’t tried it before it’s a fun way to get to work, saves on parking fees and it’s a great way to keep fit,” she said.

Anna from TBUG said many people think cycling is dangerous and slow.

“But once you have familiarised yourself with trails and road rules for riding cycling is safe, it doesn’t take long and on many occasions riders will probably arrive at their destinations more quickly,” she said.

Other current Active Launceston initiatives include: Active Parks, Active Gyms and Active Bike. Active Kids will be starting on Friday, October 25.

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

For more information visit www.activelaunceston.com.au or phone 6324 4047.

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