

# MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors

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## **Pole dancing at Aurora Stadium in *Active Launceston Expo***

The second annual Active Launceston Expo to be held **TODAY** at Aurora Stadium will feature pole dancing as one of the 40-plus free activities for families.

Owner and operator of Tasmanian-owned Pole Revolution Cheri Edmunds said it is a great form of physical activity for all ages and lots of fun.

“As we present it, pole fitness as we like to call it, is 100% about fitness,” she said.

“It can have a bad stigma attached to it but it is fantastic for strength and flexibility.”

*Active Launceston* manager Lucy Marshall said the Expo showcases Launceston’s health and fitness offerings.

“Building on the inaugural event held in May 2009, more than 44 exhibitors will demonstrate and run free short sessions in activities including swing dancing, yoga, tai chi, tap dancing, orienteering, RPM, boot camp, croquet, belly dancing, martial arts, and roller derby just to name a few,” she said.

The Minister for Sport and Recreation Michelle O’Byrne, Hawaiian Iron Woman Susan Casey and local business owner Kristy Seymour will also be at the Expo to participate in *Active Launceston’s* second Celebrity Lifestyle Challenge.

“Celebrities will participate in a relay type challenge equipment like lawn mowers, wheel barrows and vacuums. The idea is to demonstrate the importance of lifestyle activity,” Ms Marshall said.

Workplaces, community groups, families and individuals are encouraged to come along to this FREE EXPO and have a go at activities they have always wanted to try.

Food and drinks will be available at Aurora Stadium.

*For more information contact Lucy Marshall, University of Tasmania,  
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