

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Sneaker Police on the beat for Walk to Work Day

Got a pair of battered, well-loved old sneakers at home that aren't fit to be seen in public anymore?

The Active Launceston Bad Sneaker Police will be in Launceston's Brisbane Street Mall on the Cancer Council's National Walk to Work Day, this Friday, to remove scruffy sneakers from the streets.

The scruffiest, most well-worn shoes – as judged by the Bad Sneaker Police – will win their owner a brand new pair of cutting edge sneakers, professionally fitted by The Running Company.

The Cancer Council's National Walk to Work Day is shaping up to be a big event, with the general community invited to join a walk from the Charles Street entrance of the Launceston General Hospital at 7am to the Brisbane Street Mall, where a free breakfast will be served between 7.30am and 8.30am.

Active Launceston coordinator Victoria Bick said "inspirational" cancer survivor Deborah De Williams and her dog Maggie would be taking part in the walk, along with Launceston City Council Mayor Albert van Zetten and LGH Holman Clinic director Dr Stan Gauden.

"Deborah really is an inspiration to us all," Ms Bick said.

"Not only did she finish a walk around Australia with Maggie in 2004, but earlier this year they completed an 18,026km run around Australia, raising \$200,000 for the National Breast Cancer Foundation.

"Walking is an easy, enjoyable, safe and sociable method of exercise.

"Walking to work on September 16 provides the perfect opportunity for people to get their exercise for the day.

"Furthermore, this year we are helping to raise awareness of the Cancer Council which is another reward in itself," Miss Bick said.

Alderman van Zetten said the Launceston City Council was a proud partner and supporter of the Active Launceston project.

“I encourage employers to get behind this wonderful initiative and encourage their employees to incorporate physical activity into their everyday routine,” Alderman van Zetten said.

“Walking to work on September 16th is one easy way to do this.”

The Pedestrian Council of Australia maintains 30 per cent of cancers can be prevented through living a healthy lifestyle, which includes good nutrition and regular exercise. And for most Australians, walking regularly is the best exercise, especially as it can be built into our daily routines.

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

The public can find out more about the local event by calling (03) 6324 4027 or visiting www.activelaunceston.com.au

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