

Media Release

Chiefs of Staff, News Directors

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Cycling the smart way to walk

Ride 2 Work day 2014 sees three of Launceston's largest employers – the University of Tasmania, Launceston City Council and Launceston General Hospital – go cycle to cycle to see which organisation has the most commuters riding to work on the 15th October.

The friendly competition is a part of the Bicycle Network's Ride 2 Work program, which encourages Australians to start riding to work and promotes commuting by bike as a regular habit.

Active Launceston have taken on this national initiative at a local level and has put out the challenge as an additional motivation to get more commuters on their bikes.

Active Launceston Coordinator Sharon King said competition was a great incentive to get people involved.

“With more and more reliance on computers leading to sedentary behavior in the workplace it is a great way to get employees out and about and moving more,” she said.

“A plaque will be awarded to the winning organisation and we hope that this can become an annual event for years to come.”

To encourage those that may not be confident riding alone there will be a buddy system with pick up points from Prospect, Kings Meadows, Newstead, Mowbray and Riverside. An experienced rider will lead groups to either the University of Tasmania, Newnham Campus or the Launceston General Hospital to meet at destination points to enjoy a healthy free breakfast.

University Lecturer for Health and Physical Education Specialisations and Physical Activity Studies Casey Mainsbridge said: “Riding to work has many benefits such as improving mental and physical health, saves time, money, is kinder to the environment, increases productivity at work and riding in numbers promotes safety.”

Local bike stores Cycology, Geard Cycles, Bike Central, Avanti Plus and Cycle2 have also shown their support for the initiative by offering free bike safety checks to registered participants.

The National Bicycle Network is encouraging commuters to register on-line to go into the running for two prizes that are up for grabs. Register at www.bicyclenetwork.com.au/rtw/

Active Launceston is a community-driven partnership with the vision of improving the health and wellbeing of the Launceston community through physical activity.

Other Active Launceston Initiatives currently in operation include: Active Blokes, Active Parks, Active GOLD, Active Kids, Active & Alive and new program Active Sports.

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.

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