

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: MONDAY 24 SEPTEMBER 2012

ATTENTION: Chiefs of Staff, News Directors



Active play encouraged in City Park

Five weeks of free activities for children in Launceston's beautiful City Park are expected to entice a throng of families and school groups out into the spring air.

Organised by Active Launceston, Active Kids is a program designed to encourage schools, carers and parents to support children to engage in more physical activity through active play.

Starting on **Tuesday 25 September**, sessions will provide a variety of activities utilising everyday equipment that would be available in most environments such as newspapers, pegs, ropes and buckets.

All parents have to do is get their children to City Park on a Tuesday or Friday morning, or both, and lead by example by participating in the games.

The 9.30am time-slot is for the under fives, the 10.30am time-slot is for primary-aged children and each session goes for 45 minutes.

Active Launceston manager Lucy Byrne said that the benefits are numerous, with children and parents going back to basics to show that in this ever-increasing technological age you don't need computers and video games – just the great outdoors and some imagination to get you moving.

"Basically they will be having too much fun to even register that they're exercising," she said.

"With the alarming rates of childhood obesity currently experienced in Australia it is vital that we support children to make physical activity part of their everyday life," Mrs Byrne said.

"These are healthy habits that need to be entrenched sooner rather than later so we hope to see plenty of kids and their carers in City Park every week."

For the school groups, numbers are limited for each session and bookings need to be made at least two weeks prior with relevant forms available at

www.activelaunceston.com.au or by contacting Active Launceston on 6324 4027 or active.launceston@utas.edu.au

Active Launceston is a community-driven project aimed to improve the health and wellbeing of the Launceston community through increased participation in physical activity.

**For more information contact Active Launceston manager
Lucy Byrne Ph: 6324 4047**

PHOTO AND INTERVIEW OPPORTUNITY:

EVENT: Media are invited to attend a photo opportunity with children and their parents.

WHO: Lots of children along with Active Kids consultant Megan Richardson and Active Launceston project manager Lucy Byrne.

WHEN: 9.30am – 10.15am, TOMORROW Tuesday 25 September. **Please note the session finishes at 10.15am and children and their parents will be leaving the park then.**

WHERE: The Rotunda, City Park, Launceston.

Information Released by:

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