

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Active Launceston shows how you do it

Hawaii's iron Woman, Susan Casey, will be among celebrities involved in a relay challenge using lawn mowers and vacuum on Wednesday, May 27 May, 11am – 2pm

The inaugural *Active Launceston – How Do You Do It* event will be held in Launceston's City Park.

According to organiser Lucy Marshall the highlight of the day will be the Celebrity Lifestyle Challenge at 12.30pm.

“The Mayor Albert van Zetten, Hawka, Hawthorn Football Club Mascot, Director of Rural Health at UTAS Stuart Auckland, Associate Dean of Research Dawn Penney, Susan Casey Hawaiian Iron Woman, Adam Sanders Coach of Launceston Football Club, Karen Stallard Executive Officer from Cityprom, Rick Wyllie the Coach of the Launceston Tornadoes will be among the participants in this challenge,” she said.

“The local identities will be required to participate in a relay type challenge utilising lifestyle activity equipment like lawn mowers, wheel barrows and vacuums. The idea is to demonstrate the importance of lifestyle activity.”

The event will show case local physical activity options providing an expo and come and try day atmosphere.

More than 30 exhibitors will be there to demonstrate and run free short sessions in numerous activities including; swing dancing, yoga, tai chi, tap dancing, orienteering, RPM, boot camp, croquet, belly dancing, martial arts, roller derby.

There will also be a jumping castle, sumo suits and vertigo rock climbing and abseiling wall.

“We encourage workplaces, schools, community groups, families and individuals to come along have and have a go at that activity they have always wanted to try,” Ms Marshall said.

“We already have over 500 school students and numerous workplaces and community groups who have committed to attend, so that is a great start.”

The event will also form part of World Challenge Day, always held on the last Wednesday in May World Challenge Day, which is a friendly competition where communities compete to motivate as many people as possible to get physically active.

“We’re encouraging Launcestonians to be involved at City Park because we’re challenging our sister city in The United States of America, NAPA to be more active than we are,” Ms Marshall said.

“People of all ages and abilities will be able to engage in numerous free activities, receive giveaways and discounts, get some advice from an exercise physiologist, throw a few hoops with the Launceston Tornados or have a kick with HAWKA.”

If community members can’t attend the event in City Park today but are active in their own way and would like their participation to be included in the World Challenge Day tally they can even phone in to register their details on 6323 3624 or visit www.launceston.tas.gov.au

Food and drinks will be available at City Park.

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