

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: WEDNESDAY 6 AUGUST 2008

ATTENTION: Chiefs of Staff, News Directors



Footy fans to get moving

Footy fans at Aurora Stadium on Saturday August 9 will be encouraged to get up out of their seats and get moving when the Active Launceston project's website goes officially live.

The promotion will include a big screen advertisement starring local Tasmanian Hawthorn Football Club players. Local fitness instructors will join Coyote Event's Rick Martin on the centre of the ground and encourage the crowd to get moving.

The website at www.activelaunceston.com.au is an ongoing resource to support access to and participation in physical activity, as well promoting self-management of health and wellbeing.

Membership of the Active Launceston website is free and easily accessible. It provides handy information on upcoming local events and programs, groups to join, and resources on local physical activity opportunities. Individuals can also track their own physical activity progress on the website.

UTAS pro Vice-Chancellor (Teaching and Learning) Professor Gail Hart said the University encourages community groups to log on to the website and create a group for their activity.

"Creating a group is a fantastic way to communicate with members of your sporting club, school class or walking group," she said.

"You can send messages, upload rosters or timetables and stay fully informed of what is happening in your favourite activities around Launceston."

Project sponsor Hawthorn football Club's Tasmanian Operations Manager Shayne Stevenson said the clash between the Brisbane Lions and the Tassie Hawks was a great opportunity to promote the website to a large crowd.

The Active Launceston website was developed by local designers Walker Designs and Software and Web Development Company C9. It has been funded through Sport and Recreation Tasmanian Community Grant Scheme.

Active Launceston is a partnership between the University of Tasmania, Launceston City Council, Education Department, The Examiner Newspaper and TAFISA (Trim and Fit International Sport for All Association)

Pre Event Photo Opportunity:

9.30am, Thursday August 7, Aurora Stadium, Shayne Stevenson Hawthorn Football Club and Megan Richardson, Casey Mainsbridge and Kristy Bracic Fitness Instructors of Fit 'n' Kicking, Rick Martin from Coyote Events and Lucy Marshall Active Launceston Project Coordinator.

Website Promotion:

1.45pm, Saturday August 9, Aurora Stadium.

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