

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: WEDNESDAY 21 OCTOBER 2009

ATTENTION: Chiefs of Staff, News Directors



February Active Launceston Expo supported by Tassie Hawks

The Active Launceston Expo is back for its second year, to be held on Wednesday February 3, 2010 at Aurora Stadium between 4:00pm – 7.30pm and supported by the Tassie Hawks.

Active Launceston Manager Lucy Marshall said the Active Launceston Expo would be bigger and better than ever with 12 Hawthorn Football Club players attending and getting involved in the activities.”

“Recognising that we all like to be physically active in different ways, we are looking forward to broadening the activities and attendance compared with the first expo we held in May this year,” she said.

“The Active Launceston Expo aims to encourage community participation in physical activity raising the awareness of local opportunities and in turn the importance of individual health and wellbeing,” she said.

The Tasmanian Operations Manager of the Hawthorn Football Club, Shayne Stevenson, said the club is a proud supporter of the Active Launceston project.

“This event is just another way that we can work with the community to help engage more people in physical activity,” he said.

“The day will showcase local physical activity options and provide participants with a ‘come and try day’ atmosphere.”

Expressions of interest are currently open for all physical activity providers, fitness instructors, sports clubs and gyms to hold a stall or activity at the Expo. Please contact Active Launceston for more information, lucy.marshall@utas.edu.au.

PHOTO and INTERVIEW OPPORTUNITY

EVENT: Media are invited to the official launch of this annual event which will include some physical activities with the students and Hawka.

WHO: HAWKA (Hawthorn Mascot), Rocherlea Primary School Students, Lucy Marshall Active Launceston Manager, Bradley Coombes Hawthorn Football Club.

WHEN: 11.00am 23rd October 2009

WHERE: Aurora Stadium (on ground)

**For more information contact Lucy Marshall, University of Tasmania,
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