

# **MEDIA RELEASE**

**NEWS FROM THE UNIVERSITY OF TASMANIA**

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ATTENTION: Chiefs of Staff, News Directors

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## **Napa comes through on World Challenge Day**

1400 Launcestonians registered their participation in a physical activity on the 27<sup>th</sup> of May, but unfortunately this was not enough to beat World Challenge Day competitor Napa, USA.

Active Launceston Manager Lucy Marshall said the How Do You Do It? event in City Park had been an outstanding success which would be bigger and better next year.

She said that according to the 2006 census Launceston's population is 71,395.

"The 1400 people in our event at City Park equated 1.96% of our population.

"Although this is not a large percentage, the committee were still extremely happy with the outcomes of the day. We were so pleased that everyone jumped in and got involved.

"Napa's population is 78 000; they had 1640 participants so their percentage was 2.10%. We were just pipped at the post."

The event showcased local physical activities and provided participants with demonstrations and the opportunity to have a go.

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

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