

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



How do YOU do it? Physical activity that is!

The inaugural *Active Launceston – How Do You Do It* will be held on World Challenge Day, May 27, in Launceston's City Park between 11am and 2pm

Active Launceston Manager Lucy Marshall said the free event would be a fun activity recognising that we all like to be physically active in different ways.

“It will also provide a vibrant, exciting and unique competitive component as we challenge Napa, our USA sister city, to be more active than we are,” she said.

Always taking place on the last Wednesday in May, World Challenge Day is a friendly competition, where communities compete against each other to motivate as many people as possible to get physically active.

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

More than 29 exhibitors will demonstrate and run short sessions in many 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, vertigo rock climbing and an 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,” Lucy said.

The day will also feature Jump Rope for Heart demonstrations and a celebrity lifestyle challenge.

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

Community members who can't attend the event in City Park on the 27th of May but are active in their own way and would like their participation to be included in the World

Challenge Day tally can register their details by phoning 6323 3624 or visit www.launceston.tas.gov.au

Food and beverages will be available at the event.

Date: Wednesday 27th May 2009

Time: 11am – 2pm

Location: City Park, Launceston

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