

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Active Launceston encourages walking and riding to work

Active Launceston is encouraging community members, employers, employees and families to:

Walk to work on Walk to Work Day on October 2

Ride to work on Ride to Work Day on October 14

The Pedestrian Council of Australia is urging Tasmanian businesses, both big and small, to keep the State at the top of national awareness figures for their annual National Walk to Work Day.

After last year's Walk to Work Day, an independent survey revealed that Tasmania had Australia's highest levels of awareness and participation rates.

The research found 91 per cent of Hobart business people were aware of Walk to Work Day (up from 74 per cent in 2007), and in Launceston that figure was 89 per cent (80 per cent in 2007).

Active Launceston Manager Lucy Marshall said she supported the Walk to Work day and Ride to Work Day concepts as they provided a forum to promote sustainable behavioural change.

"Taking part in Walk to Work day and Ride to Work Day is an easy way for anyone to take a personal step towards improved health and well being, and the statistic above prove that Active Launceston and the Pedestrian Council have raised the awareness of the importance of physical activity through these events," she said.

"If people are healthier there will obviously be fewer sick days and absenteeism, and business will benefit from increased productivity and creativity."

Launceston Mayor Albert Van Zetten said walkers and riders would leave the Inveresk car park at 7.30am on both days to arrive at Pages in the Brisbane Street Mall for a FREE healthy breakfast before 8am.

"If you live within walking distance from your workplace, why not leave your car at home, save fuel, help the environment and your health," he said.

“If not, park your car at Inveresk and join the Active Launceston Team.”

The Ride to Work Day event is coordinated in Partnership with Tamar Bicycle Users Group (T-BUG).

Secretary Anna Povey is excited about the new Bike Buddy concept.

“If you don’t know a safe route from your house to work on your bike, the T-BUG will provide you with a Bike Buddy,” she said.

“This person will help and mentor you until you feel comfortable riding to work on your own.”

Contact Anna from the TBUG to find out more on telephone 6334 6633 or email fovey@intas.net.au

For more information on the
Walk or Ride to Work Day events
Please phone Active Launceston 63 244047
Or visit www.activelaunceston.com.au

For media enquiries:

Lucy Marshall, University of Tasmania, ph. 6324 4047

Information Released by:
The Media Office, University of Tasmania
Phone: 6324 2318 Mobile: 0438 510616
Email: Media.Office@utas.edu.au