

## Media Release

Chiefs of Staff, News Directors

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### Men's Health Week-Get Active Blokes!

Active Tasmania is launching Active Blokes 2015 on the first day of Men's Health Week. Active Blokes is in its second year and in 2014 proved a very popular way for men to lead into summer feeling healthy and fit.

The year, **Men's Health Week** explores MoMEnTs In Time, the idea that all those little and not-so-little moments in life can add up to make a huge difference.

Active Tasmania's Information Officer Hayden Fox said "this year we are encouraging men to takes those moments and use them to explore their own health and wellbeing"

The Active Blokes program is designed for males who would like to get active and don't know where to start, allowing participants to try a range of fun activities to find out what best suits their needs in a non-intimidating environment as well as providing a connection to the community.

Australian Bureau of Statistics (ABS) research shows that while almost two-fifths (37%) of young men aged 18–24 years met the physical activity guidelines of 300 minutes of exercise per week, the levels are lower for men aged 25-44 years (32%).

Active Launceston information officer Hayden Fox said that, "when putting together a program such as Active Blokes it was important to consider the health needs of the community.

"2011-12 statistics revealed that 69% of Tasmanian women were involved in physical activity, 5% above the national average, yet the men were lagging behind, which is why this type of program is now a priority", he said.

"Physical benefits such as reduced risk of chronic diseases are not the only positives of such a program; exercise is also linked to improvements in mental health.

“Another goal of Active Launceston is to create a social environment, where participants can meet like-minded people and improve overall health and wellbeing through mateship and activity,”

Active Launceston has liaised with six organisations to provide a variety of physical activity sessions over eight consecutive weeks.

Some of the activities organised include Aikido, Kettle Bells, Laser Tag and activities that blokes can do at home without any special equipment like body weight training.

LAfit Health & Fitness coordinator Josh Oliver said the centre is excited to be part of the Active Blokes program.

“I see the need first hand - watching men get loaded down with work and their families - forgetting how much they used to enjoy getting active with their mates”, he said.

“Involving friends and family is also a great way to get motivated and spur you on to achieve your fitness goals”.

Health and Fitness instructor Martin O’Toole, who will be instructing the kettlebell sessions, said that, “as a 64-years-young instructor he can relate to what is required to maintain a healthy and active mind and body during a person's latter years.

“People make up excuses every day to avoid exercise and but no-one else can make changes in your life except for you.”

Active Launceston is a community-driven partnership with the vision of improving the health and wellbeing of the Launceston community through physical activity.

Active Launceston is managed by the University of Tasmania in partnership with City of Launceston.

*For more information please visit the website [www.activelaunceston.com.au](http://www.activelaunceston.com.au) or phone 6324 4047.*

### **MEDIA OPPORTUNITY : Active Blokes**

**WHO:** Active Tasmania Information officer Hayden Fox, PCYC instructor Jasper Seymour, Active Blokes program coordinator Tua Agaiava

**WHERE:** PCYC Launceston, Abbott St, Newstead

**WHEN:** Friday, June 12, 10am

**CONTACT:** Hayden Fox (03) 6324 4027

**Information released by:**

University of Tasmania, Communications and Media Office

Phone: 61 3 6324 5019

Email: [Media.Office@utas.edu.au](mailto:Media.Office@utas.edu.au)