

## Media Release

Chiefs of Staff, News Directors

Wednesday, 2 March 2016

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### Bell Bay Aluminium to sponsor 2016 Active Launceston Active Blokes



BELL BAY  
ALUMINIUM

Active Tasmania is proud to announce Bell Bay Aluminium as the supporting sponsor of the Active Launceston Active Blokes program in 2016.

Now in its third year, 48 participants have reaped the rewards of this much needed program.

The Active Blokes program is designed for males who would like to get active and do not know where to start. The program allows 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 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%).

Lou Clark, Bell Bay Aluminium's community relations specialist said "We encourage and support our employees to participate in a wide range of health and well-being initiatives to ensure a safe and healthy working life at the smelter and at home so we are delighted to be able to provide support for this year's Active Launceston Active Blokes program."

Active Launceston Project Officer Hayden Fox said, "When putting together a program such as Active Blokes it's important to consider the health needs of the community."

“In 2011-12 statistics revealed that 69% of Tasmanian women were involved in physical activity, 5% above the national average, yet men were lagging behind, which is why this type of program continues to be a priority.”

Active Tasmania Senior Project Manager Lucy Byrne added, “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,” she said.

Active Launceston has collaborated with seven organisations to provide a variety of physical activity sessions over the duration of the program.

Program activities include Karate/Jujitsu, Kettle Bells, Golf, Mountain Bike Riding, Handball and Cross Fit. Bookings for the program are required.

First session of program starts Monday March 14 at 6.00pm. Eight sessions are held weekly over ten consecutive weeks (no session held Easter Monday or ANZAC Day).

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: Bell Bay Aluminium Active Blokes**

**WHO:** Past participants and instructors from previous Active Blokes programs, Active Tasmania Senior Project Manager, Lucy Byrne, Active Tasmania Project Officer, Hayden Fox, Bell Bay Aluminium Community Relations Specialist, Lou Clark

**WHERE:** Northern Integrated Care Service, 41 Frankland St Launceston

**WHEN:** 11am, tomorrow. Thursday, 3 March, 2016.

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