

MEDIA ALERT

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: FRIDAY 11TH OF APRIL 2014

ATTENTION: Chiefs of Staff, News Directors



Join in and get splattered at the 'Colour Me Active' fun run today!

'Colour Me Active' is all about being happy, healthy and having fun.

Active Launceston in partnership with Tasmania Sports & Events (TSE) proudly bring to the Launceston community the Colour Me Active fun run/walk which will be taking place on the University of Tasmania's Inveresk campus tomorrow, Saturday April 12, at 10am.

At the start line and at a number of intervals along the way, participants will be sprayed in a multitude of colours (with dyed corn starch that is non-toxic and will wash off).

They can choose to do one or four laps with each lap being 1.6km - the more laps the runners and walkers do the more colourful they become.

It's a chance to join the new fun run revolution taking over the globe where only three rules apply: start pristine, finish a canvas of colour, and have fun!

"The inaugural Colour Me Active fun run was a hit last October with the staff and students of UTAS and through the insight and partnership with Active Launceston we are pleased to be able to bring this event to the whole community," said Tasmanian Sports & Events director Rob Gillard.

"Launceston parkrun organisers have cancelled their weekly run to leave the course available for today and overall support for the event has been positive."

Active Launceston coordinator Sharon King said that Colour Me Active is a wonderful way to promote physical activity as well as being a drawcard for new students to the university,

"The UTAS campus is the perfect venue for such an event and with Easter break about to commence Colour Me Active is a time of celebration," she said.

The event will also raise funds to go towards supporting the TS&E charity partner Camp Quality and Reach out Volunteers will provide a barbecue on the day to raise money for village development in Cambodia.

Registrations can be made on line at www.colourmeactive.com or on the day right up to the event. General registration is \$20 and students, UTAS staff and children are \$10.

Other Active Launceston initiatives currently in operation include: Active Bike, Active GOLD, Active &Alive and Active Dance which will be starting on Thursday, May 1.

Other TS&E events coming up include the Mud Run, Active 5k and Launceston 10.

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 Launceston City Council.

For more information and registrations please visit the website www.activelaunceston.com.au or phone 6324 4047.

PHOTO and MEDIA OPPORTUNITY

- WHAT:** Excellent photo opportunity of participants, colour and activity!
- WHERE:** In front of Architecture building UTAS Inveresk Campus, Launceston.
- WHEN:** **Saturday April 12** event begins at 10am. Advise media arrive at 9.30am to ensure access to venue and organisers.
- WHO:** Tasmanian Sports and Events director Rob Gillard, Active Launceston coordinator Sharon King, Reach Out volunteer Nicole Dobber, UTAS staff and students and community participants.

For more information contact Active Launceston coordinator Sharon King ph. 0418503634 or 63244047.

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