

# **MEDIA RELEASE**

**NEWS FROM THE UNIVERSITY OF TASMANIA**

DATE: WEDNESDAY 12 FEBRUARY 2013

ATTENTION: Chiefs of Staff, News Directors

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## **Country Club goes for GOLD**

Recognising the importance of maintaining an active lifestyle in an ageing population, Country Club Tasmania will support the Active Launceston Growing Old and Living Dangerously (GOLD) program in 2014 by providing many of the fun activities.

The aim of the GOLD program is to demonstrate that it is never too late to get active, be healthy, adventurous, and have fun in a social setting.

“This is a wonderful initiative that we are pleased to be a part of,” said Country Club Tasmania executive marketing manager Bede Clifton.

“The GOLD program encourages older adults to engage in physical activity in a fun and social environment and Country Club is very proud to assist Active Launceston in this pursuit. We feel this program is at the core of health and wellbeing in Launceston and an essential part of our community and social fabric” he said.

Active Launceston coordinator Sharon King said that the program helps build participants’ confidence and allows them to try activities that they may not have participated in on their own.

“Unfortunately many older adults become socially isolated and providing programs such as GOLD, with the assistance of an organisation like Country Club Tasmania, encourages our senior citizens to increase social interaction to further improve their overall health and well-being,” she said.

This year there will be 11 organised GOLD activities including golf skills, aqua fitness, abseiling, Laser Tag, ten pin bowling and horse riding.

Active GOLD coordinator for 2013 Anita Street said that she has enjoyed being a part of the program for the past few years and she attributed the opportunity for making new friends as a big reason that the program is so popular.

“An example of this was the success of the Laser Tag activity this year which led to a group making their own team and participating fortnightly,” she said.

“In 2014 the Country Club Active GOLD program may encourage more of those participating to taking up new activities together, such as seeing the monthly comedy show in Tonic Bar as well as playing golf.”

The new GOLD coordinator in 2014 will be Diana McShane who will be in charge of bookings and oversee each of the activities for Active Launceston.

The GOLD program books up quickly and for many activities places are limited. Country Club Active GOLD program is scheduled to start in February 2014. For more details go to the Active Launceston website [www.activelaunceston.com.au](http://www.activelaunceston.com.au)

Active Launceston is a community-driven partnership with the vision of improving the health and wellbeing of the Launceston community through physical activity. It 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](http://www.activelaunceston.com.au) or phone 6324 4047.

## **PHOTO and MEDIA OPPORTUNITY**

**WHAT:** Official sponsorship announcement and the chance to meet GOLD participants at the first program session for 2014, Country Club Tasmania representatives and Active Launceston organisers.

**WHERE:** Country Club Tasmania, Prospect, main foyer.

**WHEN:** Thursday, February 13, 11am.

***For more information contact Active Launceston coordinator Sharon King ph. 0418 503 634 or 6324 4047.***

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