



The Place To Be

# Media release

Geoff Howard MLA, Member for Ballarat East

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17<sup>th</sup> March 2009

## THE CHALLENGE TO GET GORDON PRIMARY MOVING

Local State MP, Geoff Howard was thrilled today to visit Gordon Primary School to encourage students to sign up for the Premiers Active Family Challenge.

The *Premier's Active Families Challenge* kicked off on March 8, 2009 and encourages all Victorian families to complete 30 minutes of physical activity a day for 30 days between March 8 and April 19.

'I urge every Victorian to register and take part in the Premier's Active Families Challenge,' Geoff Howard said

'The inaugural Challenge last year showed that we can make some big changes to our general health and wellbeing by making simple changes in our daily routine. This year we are looking to get even more Victorians moving.'

'The *Premier's Active Families Challenge* is fun, free and a great way to develop a lifetime of healthy habits.'

Geoff Howard said that he had signed up with his family to take part in this year's challenge. "The Challenge provides an excellent opportunity for families to spend more quality time together whilst improving their general health and fitness levels" he said.

"I am sure that this will prove to be the case for my family as well as the many others whom I hope will join in the Challenge" he added.

Geoff Howard is also offering primary school students in the Ballarat East Electorate the opportunity to win further prizes by submitting stories, drawings and photos to show what activities their families did as part of the challenge.

'The Victorian Government believes good nutrition and physical activity will play a key role in turning the tide against the looming epidemic of diabetes and obesity,' Mr Howard said.

All registered families will receive a free 15 visit family pass to attend YMCA Centres across Victoria and a 15 per cent discount at Rebel Sport stores.

Families also have the chance to win some fantastic prizes including sports equipment for their local primary school, YMCA family memberships as well as Rebel Sport vouchers and other prizes.

Families can register online for the Challenge and get some tips on being active at the 'Go for your life' website. A Challenge booklet will be provided in the Herald Sun newspaper on Tuesday March 3, which will include further tips as well as a registration form for families.

For more information on getting involved or to register for the *Premier's Active Families Challenge* visit [www.goforyourlife.vic.gov.au](http://www.goforyourlife.vic.gov.au) or contact the *Go for your life* infoline on 1300 73 98 99.

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