

## **MEDIA RELEASE**

### **Premier's Active April Is Back – Skip To It Mildura!**

Tuesday 24 March 2015

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Premier's Active April challenges all Victorians to be more active and commit to undertaking 30 minutes physical activity each day during the month of April. Sixty percent of Australian adults do less than the recommended 30 minutes of moderate intensity physical activity per day. Now is the time to register for Premier's Active April for 2015. You can sign-up to this fun and free program as an individual, a family, a group of work colleagues or a group of friends. Last year over 84,000 people from across Victoria participated, including 577 individuals from the Mildura LGA.

Every person who registers to take part in Premier's Active April will go into the state wide prize draw and have the opportunity to win four tickets to the 2015 Toyota AFL Grand Final, a \$1,500 bike voucher or a GoPro camera.

Healthy Together Mildura is also working with local partners to offer special prizes and incentives for local participants:

- \$500 Mildura Region School Prize: \$500 SportsPower sports equipment voucher lucky draw for the schools with the highest % of students registered.
- Mildura WAVES family passes: the first 20 registered family teams who present their registration card at WAVES will receive a free family pass to the pool for the month of April.
- Free Digital Skipping rope: The first 400 people to present proof of registration at the Mildura Visitor Information Centre will receive a Healthy Together Mildura digital skipping rope. (Max 1 skipping rope per person registered, so make sure you register the WHOLE family).
- Pedometers are available for free loan through all Council libraries in the Mildura region
- Mallee Sports Assembly team challenge: Mallee Sports Assembly member clubs are encouraged to register teams of up to five people directly with the Assembly to be in the challenge. Teams with the most activity will go into the draw for prizes donated by Harvey Norman. The first 50 people to contact the Mildura office, will receive a free pedometer or digital skipping rope.

Active Communities Officer Louise Tarrant said "Premier's Active April is a fun way for people to get active, no matter what their fitness level".

"Premier's Active April is about getting out there and being active any way you can for 30 minutes every day. It isn't a competition, instead it's about challenging yourself, what ever your level of fitness, to get out and get moving. Premier's Active April is also about supporting your family and friends to get active too," Mrs Tarrant said.

It is also a great opportunity for schools to win some much needed sports equipment so make sure you nominate your child's school when you register.



There are many benefits associated with regular moderate intensity physical activity such as reducing the risk of cancer, diabetes and heart disease as well as improving mental health and wellbeing. However, despite the well-established benefits most Australians are not getting enough exercise.

For more information and to register visit: [www.healthytogetharmildura.com.au/activeapril](http://www.healthytogetharmildura.com.au/activeapril)

Healthy Together Mildura is funded by the Victorian Government and is a partnership between Mildura Rural City Council and Sunraysia Community Health Services.

**END**

Media enquiries to:

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Photo Opportunity: Healthy Together Mildura staff are happy to arrange a photo opportunity with a group of individuals who have registered to participate in Premier's Active April posing with sporting equipment at the Sports Power Mildura store.