



MEDIA RELEASE

Mildura Waves A Step Ahead Of The Rest!

12/01/17

Following the success of last year's Mildura 10,000 Steps Challenge, Mildura Waves have generously donated funds to purchase a further 100 pedometers to be placed in local libraries. The pedometers will be used to continue to deliver the much-loved 10,000 Steps Challenge to the local Mildura community through Healthy Together Mildura in future years. Healthy Together Mildura has over 400 pedometers available for a 6-week loan through all Mildura Rural City Council libraries.

The annual 10,000 Steps Challenge aims to increase physical activity levels with the use of pedometers, encouraging participants to reach 10,000 steps each day, the recommendation for good health. Reaching 10,000 Steps each day promotes general health and can assist with weight maintenance, weight loss, cardiovascular health, stress relief, and sleep quality. Only 40% of the population in the Mildura local government area currently meet the physical activity guidelines. The fourth annual 10,000 Step Challenge ran last year, with over 700 individuals and 84 teams participating, 3 of which were from Mildura Waves.

"Healthy Together Mildura and the Mildura Rural City Council Library Service are so pleased to receive this donation from Mildura Waves," stated Laura Duff, Health Promotion Officer, Healthy Together Mildura.

"Pedometers are a fantastic motivational tool. They can give a great insight into how active or inactive we are throughout the day. Research shows that people who regularly use pedometers or similar tracking devices to self-monitor physical activity levels are up to 25% more active. With the receipt of new pedometers, we are on track to make sure that the 10,000 Steps Challenge in 2017 will be bigger and better than ever."

Mildura Waves Manager, Rodd Simms said, "We are pleased to support Healthy Together Mildura, the local library service and the region with initiatives like the 10,000 Steps Challenge. We are working towards the same goal; a healthy and active Mildura. Providing pedometers for all of the community to access for free brings us one step closer to that goal."

"Mildura Rural City Council is pleased to help provide a free tool for the public to access through our library service to improve residents' health through physical activity," Mildura Rural City Councillor for Community Wellbeing and Services Ali Cupper said.

"Pedometers are available for up to six weeks from all of our libraries, including the mobile library."

You can hold your own 10,000 Steps Challenge within the workplace, school or community group at any time of the year using the library pedometers.



For more information about the Mildura 10,000 Steps Challenge visit
www.healthytogetharmildura.com.au/10000steps
For more information about Mildura Rural City Council libraries visit
www.mildura.vic.gov.au/Services/Libraries

END

Media enquiries to:

Laura Duff
Health Promotion Officer
Healthy Together Mildura
03 5025 9607