



Physical Activity Foundation
ABN 47 143 829 252
40B Belconnen Markets
Lathlain St, Belconnen ACT 2617
PO Box 336, Jamison Centre ACT 2614
Mobile 0414 317 099
info@activekids.org.au
www.activekids.org.au

MEDIA ALERT

1 June 2011

**ATTENTION NEWS EDITORS
AND CHIEFS OF STAFF**

**BECOME AN ACTIVE KID!
THE PHYSICAL ACTIVITY FOUNDATION LAUNCHES THE 2011
ACTIVE KIDS CHALLENGE**

For the past three years, the Physical Activity Foundation has put the challenge to local primary school children – Let's Get Active - by hosting a 10 week Minister's Physical Activity Challenge in School Term 3.

We are now back ready to launch the 2011 event with a more exciting and fun packed event aptly titled 'ACTIVE KIDS CHALLENGE.' On Friday 3 June, the first Active Kids Challenge will be officially launched from Aranda Primary School by the patron of the Physical Activity Foundation (PAF) Minister for Education and Minister for Tourism, Sport and Recreation Mr Andrew Barr. He will be ably supported by the Foundation Chair, Mr Adam Pine OAM and Foundation CEO, Ms Sue Marriage along with the first official ACTIVATORS of this year's challenge, Animalates.

Marty and Kirra from Animalates will be keeping everyone active and entertained with their unique crazy, fun animal adventure fused pilates program at the launch. But their participation in the Challenge does not end there. They will be appearing throughout the challenge, planning competitions for active kids to win prizes and doing live shows at some lucky schools.

This year's challenge has competitions for early bird school registrations, loyalty rewards for schools who participate each year as well as our usual rewards of voucher prizes for schools which complete the challenge.

A black circle containing the text 'PLAY YOUR PART' in white, set against a background of colorful horizontal bars.

**PLAY
YOUR
PART**

The logo for the Physical Activity Foundation, featuring a stylized multi-colored hand icon above the text 'Physical Activity Foundation'.

**Physical Activity
Foundation**



Physical Activity Foundation
ABN 47 143 829 252
40B Belconnen Markets
Lathlain St, Belconnen ACT 2617
PO Box 336, Jamison Centre ACT 2614
Mobile 0414 317 099
info@activekids.org.au
www.activekids.org.au

Physical Activity Foundation CEO Ms Sue Marriage says 'The best thing this year is the competitions and incentive rewards for the kids who are doing the hard work. We know that kids like to do fun activities and they love unique characters to help them get motivated. We have secured Animalates and the Take 5 plus 2 team characters to spread the message of getting active and eating well throughout the challenge.'

Last year, 69 government and non-government primary schools across Canberra participated in the Challenge with 20,000 children getting active. The *challenge for the Foundation* is to gain more registrations this year and encourage our children to get active and stay that way. To achieve this, we will also have a community poster campaign in community spaces that reminds everyone to check whether their school is registered for the Challenge.

Sue Marriage continued 'We also know that behavioural change is not easy. It takes time and needs support. Throughout the Challenge the Foundation will be sending out e-newsletters to the schools to put info into school newsletters, getting our ACTIVATORS to help spread the word and we will be placing informative health articles on the revamped Foundation website to suggest ideas on how to become more healthy and active as a family.'

Background info

The Physical Activity Foundation, chaired by Mr Adam Pine OAM, aims to encourage all children in the ACT to be more physically active on a daily basis. The Active Kids Challenge is a flagship program of the Foundation which strives to get children to be physically active (huff and puff activity) for at least 60 minutes a day, which is the national guideline.

In getting ACT Kids active, the Foundation has seen a steady increase in schools participating in the Challenge – from 31 schools in 2008 to 69 schools in 2010 with 43,000 children participating in this period. In this same period, \$200,000 in school equipment vouchers has been granted to participating schools.

In 2011, nutritional health messages are to be included in the program with the introduction of the 'Take 5 plus 2 team' onto the scene. With Posh Pear and her 'family' of fruits and vegetables, we are guaranteed that learning about healthy eating has never been so much fun.



**PLAY
YOUR
PART**



Physical Activity Foundation
ABN 47 143 829 252
40B Belconnen Markets
Lathlain St, Belconnen ACT 2617
PO Box 336, Jamison Centre ACT 2614
Mobile 0414 317 099
info@activekids.org.au
www.activekids.org.au

This year's Challenge is not one to miss out on. It commences on Monday July 25 and runs until September 30 with a celebration closing event at Canberra Stadium.

All ACT Primary Schools are encouraged to register for the Challenge today via the Physical Activity Foundation website at www.activekids.org.au. Schools needing assistance with registering should contact the Foundation by email at info@activekids.org.au.

A number of photo and video opportunities will be available. Further information about the 2011 Active Kids Challenge is available at the Foundation Website at www.activekids.org.au

Statement Ends

Time:	9:30am
Date:	Friday 3 June 2011
Venue:	Aranda Primary School,

Media Contact: Sue Marriage

Ph: 0417 445 052

ceo@activekids.org.au

Proudly Supported by



**PLAY
YOUR
PART**

