

Heidi Victoria MP

Member for Bayswater District

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Heidi Victoria issues the challenge to Get Active!

Heidi Victoria called on the people of Bayswater District to get more active, more often by taking up the Premier's Active Families Challenge from 4 March to 14 April.

Fun and free, the 2013 Challenge encourages individuals and families across Victoria to complete 30 minutes of physical activity for 30 days over the six weeks.

Mrs Victoria said starting 2013 with a new approach to physical activity was a great way to adopt a fit and active routine.

"The 30 minutes of activity doesn't need to be formal exercise. I have been enjoying going for a bicycle ride along the Dandenong Creek trail with my daughter. Sometimes it's nice to relax and discover new things at your local park."

"Healthy habits formed early in life can follow on throughout childhood, adolescence and into adulthood, we all know how great it feels to get out in the fresh air and clear your head before a busy day" Mrs Victoria said.

"The Challenge is a great way for parents to help children build adequate physical activity into their daily routine.

"I'll also be taking the Challenge to improve my long-term health and that of my family."

Minister for Sport and Recreation Hugh Delahunty said more than 25 per cent of Victorian children aged 5 to 17 were considered overweight and obese¹.

"Research shows when parents exercise with their family, children are more likely to participate in sport or exercise by themselves, helping reduce childhood obesity.

"Many high-profile Victorian sports and media personalities are supporting the Challenge, including Andrew Gaze, David Schwarz, Simon Colosimo, Sharelle McMahon and Gerard Whateley.

"The Premier's Active Families Challenge is a Victorian Government initiative as part of its commitment to get more people, more active, more often," Mr Delahunty said.

Families who sign up will go into the draw to win great prizes, and will automatically receive:

- 20 free YMCA passes
- 15 per cent off at Rebel Sport
- One-hour free tennis court hire at Melbourne Park or Albert Park Reserve
- One free child pass to the National Sports Museum and MCG tours
- One free child pass to the Melbourne Aquarium.

Participants will also receive motivational tips and details of local incentives and activities on offer during the Challenge.

Victorians can register for the Premier's Active Families Challenge online at www.betterhealth.vic.gov.au/challenge or by phoning 1300 463 684.

¹ 2010 State of Victoria's Children Report