



MEDIA RELEASE

Step up to the challenge Mildura!

11th July 2018

Physical inactivity causes an estimated 14,000 premature deaths each year- similar to the number caused by smoking. However, more than half (54.4%) of adults living in Mildura are not meeting the physical activity guidelines of 30 minutes a day.

Healthy Thriving Mildura (HTM) are challenging teams across the region to get active! Registrations for the annual 10,000 Steps Mildura Challenge have just opened. The 10,000 Steps Challenge will run for just over 4 weeks, from Wednesday 1st August to Friday 31st August 2018.

According to the National Heart Foundation even moderate amounts of physical activity is beneficial. Being active for as little as 30 minutes a day, five days a week, can reduce your risk of death from heart attack by a third, as well as help you sleep better, improve your mental health, improve your strength and balance, and maintain your bone density. It also helps in managing your weight, blood pressure and cholesterol levels.

The World Health Organisation (WHO) and the National Heart Foundation recommend individuals take 10,000 steps a day to improve their health and reduce the risk of lifestyle related diseases. This goal puts a focus on the accumulation of incidental activity across the whole day, not just during planned exercise. Incidental activity refers to “unstructured activity taken during the day, such as walking for transport, housework and the performance of activities of daily living.”

Preventative Health Manager, Linda Henderson said “This year’s challenge is bigger and better than ever. We listened to last years 1450 participants and have set up five different tournaments this year including fitness, schools, masters (over 55 years of age), workplaces and community groups. It would be great to be able to top the 739,186,292 steps which were taken during the 2017 Challenge.”

So don’t miss out on your opportunity to participate in the 10,000 Steps Challenge for 2018. Get together a team of up to ten colleagues, friends or family and get healthy and active this August. HTM has 400 pedometers which are available for 6 week loan through all Mildura Rural City Council Libraries. If you register your team before the 14th July you will go into the running to win one of one hundred FIT3D SCAN’s which have been generously donated by Club Aquarius.

To find out more or sign up to the Mildura 10,000 Steps Challenge visit:
www.schs.com.au/10000steps

The Challenge runs from Wednesday 1st August – Friday 31st August. Registrations close Friday 27th July 2018.

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Media enquiries to:

Jade Klaebe
Health Promotion Officer
Healthy Thriving Mildura
E: Jklaebe@schs.com.au
T: (03) 5025 9003