



Friday 15 May 2009

Active Kids are Healthy Kids

15 January 2009

MEDIA DIARY ADVICE

- WHAT:** National Walk Safely to School Day 2009
- WHERE:** In all primary schools around Australia
- WHEN:** Friday 15 May 2009
- WHY:** National Walk Safely to School Day is a health initiative urging all parents and carers to include exercise in their young children's daily routines. Starting healthy habits from an early age is proven to reduce obesity and related health problems.

Walking is one of the best and easiest ways to exercise. And it's free. All parents and carers are asked to walk their children safely to school either all or part of the way, on National Walk Safely to School Day because "Active Kids are Healthy Kids".

In addition to promoting health to young Australians, Walk Safely to School Day aims to raise awareness of pedestrian safety for children and promotes environmentally-friendly transport.

CONTACT: National PR Coordinator, Kel Hawthorn M: 0433 533 588.

State and Territory PR contacts available at: www.walk.com.au

Walk Safely to School Day is sponsored by the Australian Government and supported by all State, Territory and Local Governments.

It is also supported by the Heart Foundation, Cancer Council, Diabetes Australia, BeyondBlue and Planet Ark.