

# Media Release

Wednesday 9 December

## **VicHealth partners with Melbourne Stars and Renegades to promote benefits of H30 Challenge**

VicHealth joined the Melbourne Stars and Melbourne Renegades today to announce a joint partnership with VicHealth's H30 Challenge for the upcoming Big Bash League Season.

VicHealth's H30 Challenge asks Victorians to make a simple 30-day pledge to replace sugary drinks with water, and reap the benefits.

VicHealth CEO, Jerril Rechter, said the partnership was a key way to promote the program, in particular to young men aged 25-34 who are known to be the largest consumers of sugary beverages. The campaign also appeals to families and the wider Victorian Community.

"VicHealth is really pleased to partner with both the Melbourne Stars and the Melbourne Renegades to encourage Victorians to drink more water and less sugary drinks by taking our H30 Challenge," Ms Rechter said.

"The H30 Challenge is part of VicHealth's plan to get 200,000 more Victorians adopting a healthier diet by 2023. Nearly 16 per cent of Victorians drink sugary drinks daily and we know that 60 per cent of last year's H30 Challenge participants reported being more likely to reduce their intake after completing the 30 day Challenge."

Melbourne Stars CEO Clint Cooper said the club was thrilled to partner with VicHealth again on such an important initiative.

"The Melbourne Stars is looking forward to using VicHealth's H30 Challenge to educate our members and fans about the health and financial benefits of choosing water over sugary drinks," Mr Cooper said.

"Our new year's resolution at the Melbourne Stars will be to take the H30 Challenge and we are calling on all Victorians to join us in making the switch to water by ditching sugary drinks."

Melbourne Renegades CEO Stuart Coventry also welcomed the partnership.

"We're delighted to partner with the H30 Challenge. It's a great chance for us to lead the way and set an example for a healthier Victorian community this summer," Mr Coventry said.

"As a community we need to focus on natural ways to stay hydrated and our players will be doing the same this BBL season. We encourage everyone to sign up to the H30 Challenge, see what a difference you can make to your own well-being and enjoy the benefits that water provides."

For more information about the H30 Challenge or to sign up, visit <http://h30challenge.com.au/>

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