

## Media Release

Wednesday 13<sup>th</sup> November 2019

### VICTORIAN WOMEN EMPOWERED TO PEDAL WITH CADEL THIS SUMMER

Victorian women are urged to get active and experience the state's world famous coastline on their bikes as part of the Cadel Evans Great Ocean Road Race, set to take place from 30 January – 2 February 2020.

Winner of the 2011 Tour de France Cadel Evans AM and mum, Helen were joined in Geelong today by VicHealth's This Girl Can ambassador Tina McCarthy, to encourage all women, regardless of their abilities and skill level to join in the event by registering for the Swisse People's Ride.

The Cadel Evans Great Ocean Road Race takes place across four days and features participation events suitable for kids and families plus people keen to get back into exercise. The Swisse People's Ride offers three ride options including a 35km circuit to help build confidence on your bike while the VEGEMITE Family Ride is a great opportunity to spend time with family on the 1.6km circuit.

Cadel Evans AM said the Swisse People's Ride is a wonderful way for all people to get active and have fun, regardless of their fitness level.

"Women already play a very important role across many facets of the Cadel Evans Great Ocean Road Race and I am excited to be working with VicHealth through the This Girl Can Campaign to encourage even more women to get active and participate in the wonderful sport of cycling."

Since 2015, we've had thousands of people of all ages and abilities take part and I encourage all women to register for the Ride and also join the This Girl Can Women's Group to ride together on the day," he said.

This Girl Can ambassador and owner of Wheel Women Cycling Tina McCarthy, said women can be nervous signing up for their first cycling event.

"We know women might feel intimidated getting on the bike and taking part in an event like this, but if you register with the This Girl Can Women's Group, you can ride surrounded by other women in a fun and supportive environment.

"If 35km is too much and you're starting out, you can always opt for the Family Ride which is a free, leisurely 1.6km circuit along the Geelong Waterfront that you can do with the kids.

"Wheel Women offers free training sessions if you feel you need extra support in the lead up to the race - and the best bit is there is no lycra required," she said.

VicHealth's Melanie Fineberg said This Girl Can – Victoria has been instrumental in getting more women active across the state.

#### Media Contacts –

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“We know that 52 per cent of women in Victoria worry about being judged when exercising. But almost 90 per cent of women who’ve seen the This Girl Can – Victoria campaign feel it’s helped increase their confidence when it came to exercise,” she said.

[This Girl Can – Victoria](#) celebrates real women giving it a go and getting active no matter how well they do it, how they look or how sweaty they get.

This powerful campaign from VicHealth is designed to encourage, motivate and inspire women to become more active, and has led to an incredible one in five Victorian women increasing their physical activity since the campaign launched in March 2018.

ENDS

To register for the Swisse People’s Ride, visit [cadelroadrace.com](http://cadelroadrace.com)

Watch the original [This Girl Can – Victoria TV ad](#).

*Local case studies, interviews and images available on request.*

### For editors:

**This Girl Can – Victoria** is a six-year VicHealth campaign aiming to increase physical activity among Victorian women. It focuses on less active women, and supports gender equality by challenging traditional gender roles and stereotypes in sport and by celebrating women in this space.

### Key stats:

- More than **400,000 Victorian women have been more active** after seeing VicHealth’s This Girl Can - Victoria campaign
- *This Girl Can – Victoria* has **inspired 1 in 5 women** aged between 18-65 across the state to get more active
- **Almost 90% of women** who saw the ad believe it helped women be more confident
- **52% of Victorian women** worry about being judged when exercising
- **41% of Victorian women** are too embarrassed or intimidated to get active
- **More than half of Victorian women** are not sufficiently active, participating in less than 30 minutes of physical activity on four or more days a week
- **One in ten** don’t do any physical activity in a week

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