

Media Release

HERALD SUN TOUR 2000 CYCLISTS WILL SOON TAKE TO THE STREETS

VicHealth is pleased to be a sponsor of the Herald Sun Tour 2000 for the twelfth consecutive year. Rob Moodie, CEO of VicHealth says that the Foundation's twelve-year sponsorship of the tour has helped Victorians understand the importance of participating in regular moderate exercise.

"Certainly high profile sporting events such as the Herald Sun Tour help promote the importance of physical activity and provide role models for physically active lifestyles," says Dr Moodie.

"The Tour is most definitely one of Australia's premier cycling events. As the tour rolls through towns throughout Victoria, thousands of people across the state will be encouraged to become *Active for Life*."

Through VicHealth's sponsorship of the Tour, Victorians are encouraged to find 'just 30 minutes a day' to be *Active for Life*.

"The idea is that no matter what your age, everyone benefits from moderate physical activity. Walking the dog, working in the garden or simply washing the car. Just 30 minutes of regular moderate exercise can improve general health and well being and significantly reduce the risk of serious illness including cardiovascular disease."

The Tour's course, through many Victorian towns, also provides the opportunity to conduct a series of local community promotions to further encourage Victorians to be *Active for Life*.

The 2000 tour will kick off in Melbourne's CBD on October 5, culminating in the Active for Life free family festival at the Geelong waterfront on October 15.

For more information, please contact:

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