

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

DATE: WEDNESDAY 3 FEBRUARY 2010

ATTENTION: Chiefs of Staff, News Directors



Pole dancing among activities on show at Aurora!

The second annual Active Launceston Expo will be held at Aurora Stadium between 4.00pm and 7.30pm today.

Owner and operator of Tasmanian owned Pole Revolution Cheri Edmunds will be one of the exhibitors at the expo “I am 100% about fitness, pole dancing or pole fitness as we like to call it, can sometimes have a bad stigma attached to it, however it is fantastic for strength and flexibility, is a great form of physical activity for all ages and it is lots of fun” she said

Event Manager Lucy Marshall from Active Launceston is excited by the opportunity to showcase everything Launceston has to offer.

“Building on the inaugural event held in May 2009, more than 44 exhibitors will be there to demonstrate and run free short sessions in numerous activities including; swing dancing, yoga, tai chi, tap dancing, orienteering, RPM, boot camp, croquet, belly dancing, martial arts, and roller derby just to name a few!” Miss Marshall said.

Minister for Sport and Recreation Michelle O’Byrne, Susan Casey Hawaiian Iron Woman and local business owner Kristy Seymour, will also be at the Expo to participate in Active Launceston’s second Celebrity Lifestyle Challenge!

“The local identities will be required to participate in a relay type challenge utilising lifestyle activity equipment like lawn mowers, wheel barrows and vacuums. The idea is to demonstrate the importance of lifestyle activity.” Ms Marshall said.

Workplaces, community groups, families and individuals are encouraged to come along to this FREE EXPO and have a go at that activity they have always wanted to try.

Food and drinks will be available at Aurora Stadium.

Media are invited to attend this event.

Date: Wednesday 3 February 2010

Time: 4.00pm – 7.30pm

Location: Aurora Stadium

- **Official Welcome** by Dawn Penney (UTAS Associate Dean Research), 5.00pm
- **Celebrity Lifestyle Challenge**, 5.15pm

**For more information: Lucy Marshall, University of Tasmania,
ph. 6324 4047 or mob. 0409 937 421.**

Information Released by:

The Media Office, University of Tasmania

Phone: 6324 2318 Mobile: 0438 510616

Email: Media.Office@utas.edu.au