

## Media Release

### **West Aussies Get Ready To *Run for a Reason***

Western Australians were yesterday given 30,000 compelling reasons to participate in a new community event aimed at reducing the State's obesity epidemic.

And it comes as research commissioned by HBF suggested that Western Australians "just aren't getting it" when it comes to the dangers of being overweight.

The inaugural ***HBF Run for a Reason***, presented by *The West Australian* was launched in Perth's Forrest Place next to a huge tower of yellow barrels representing just a fraction of the human fat that needs to be shed across the State to reduce chronic disease in the community.

"Our new research shows that more than one million Western Australians are overweight. If each of these shed just 5kg, the fat lost would actually fill 30,000 industrial barrels," HBF Managing Director Rob Bransby said.

Leading health campaigner Professor D'Arcy Holman backed the findings

"60 percent of adult Australians are now overweight or obese, and 25% of our children. The number of overweight or obese Australians increased by a remarkable 2.8 million in just 15 years from 1990 – 2005," Mr Bransby said.

"This important HBF research has discovered that one in five or 20% of West Australians never exercise. This has very serious implications for the future burden of chronic disease in Western Australia.

"HBF wants to help by giving people a reason to get moving and get healthy, before more lives are lost to obesity, by hosting the *HBF Run for a Reason* on Sunday 23 May 2010."

The community event will offer participants of all ages and fitness levels the option of the 'Act-Belong-Commit 4.5km run/walk' or a more challenging 'Act-Belong-Commit 14km' course, both starting and finishing at the WACA.

The 14km route will provide a unique opportunity to walk or run over sections of the Mitchell and Graham Farmer freeways and through the Northbridge tunnel for the first time since it opened.

In another first, ***HBF Run for a Reason*** participants will be given the choice of six leading chronic disease charities to support through their fund-raising – Asthma WA, Diabetes WA, Lifeline WA, Cancer Council of WA, Heart Foundation WA and Arthritis WA.

"Everyone will have their own special reason for participating in the *HBF Run for a Reason*," Mr Bransby said.

“They may be at risk of chronic disease, or like me, have a family member or friend who has been impacted by chronic disease. They may want to get fit and healthy or simply want the chance to take a unique journey through the city.

“Whatever the reason, we simply want as many Western Australians as possible to make the commitment to get up and get moving all while raising money for these vital charities.”

Yesterday’s launch saw a host of high profile Western Australian’s among the first to sign up for **HBF Run for a Reason** including Chief Justice, Wayne Martin; radio personality Howard Sattler; Olympic hockey player, Michael Brennan; Deputy Perth Lord Mayor, John Tognolini and lawyer, Malcolm McCusker QC.

They publicly declared their individual reason for getting behind the HBF initiative on giant Post-It Notes stuck to a six-metre wall erected in Forrest Place.

Olympic hockey player, Michael Brennan said his recent experience with cancer has compelled him to support the HBF Run for a Reason.

“I have recently finished nine months of treatment for Hodgkins Lymphoma and I was only too happy to support HBF in their drive to raise funds for the six chronic disease charities involved,” he said.

“Having dealt with cancer and the Cancer Council of WA first hand I know how much they help heal and deal with the experience that is cancer.”

The event aims to attract 7,500 participants and raise more than \$200,000 for charity. Visit [www.hbfrun.com.au](http://www.hbfrun.com.au) for more information or to register for the event.

The **HBF Run for a Reason** is presented by *The West Australian* and sponsored by Healthway, to promote Act-Belong-Commit, 96FM, Ramsay Health Care, 6PR, Print Logic and Conan Fitness.

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