



MEDIA RELEASE

To:	The Gladstone Observer
Date:	15 th January 2009
RE:	Healthy Active Gladstone Region Active Ambassadors
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CALLING FOR ACTIVE AMBASSADORS

An immediate calling for ambassadors is being made to make the Gladstone Region more healthy and active. The Healthy Active Gladstone Region strategy is searching for volunteers committed to getting the “*inactive active and unhealthy healthy*”.

The strategy organisers want all people who are willing to lead, motivate and encourage others to join. An ambassador is defined as “someone who represents and promotes quality.” The Active Ambassadors will be doing just that by representing a diverse region and working with other people, community members and organisations to advance the knowledge and awareness of healthy and active lifestyles in the region.

An ambassador needs to be passionate about the health of their own community and promote that passion by talking to people within their neighbourhood, workplace, local shops, parks, schools and even passersby on the street to encourage them to join the program or become healthier and more active.

With the combination of a strong voice, motivation, an ambassador t-shirt and the will to do good in the community, the ambassador will be a true champion displaying the vision needed for change. Ambassadors will show that good health and activity need to be highly valued by everyone in the community.

Cr. Gail Sellers stated “*We are not asking for too much from our Active Ambassadors. Ambassadors can decide how much time they want to devote to the Healthy Active strategy even if it is only one hour per week.*”

Cr. Maxine Brushe added “*The program needs as many people as possible to step up in this spot to lead the community to a better and brighter future. Ambassadors will be called upon to be active in the community, contribute new ideas to the program, participate in workshops and share in the fun and success along the way for the next twelve months of the strategy.*”

The time and work put in will reap many benefits including pride in knowing that as an ambassador you were part of a program that pushed to make a difference, personal gratification in strengthening the health and activity in the community, improved leadership skills, recognition and acknowledgement by the Gladstone Regional Council.

The avenues you can create by joining the Ambassador Program are an additional advantage. It is a great way to meet new people and become involved in a quality project that will profit not just one, but many! The benefits are endless on both the individual level and the good for the greater cause. So don't wait any longer: “Be Smart, Take Part.” The calling has been made.

Gladstone Regional Council has employed the services of local sport and recreation consultancy Amarna Pty Ltd to assist with the development and implementation of this strategy. For further information or to become an Active Ambassador please contact Amarna via email teama@amarna.com.au or phone (07) 4978 1389.

NEW AMBASSADORS JOIN THE HEALTHY ACTIVE PROJECT

Three willing leaders have answered the calling for ambassadors and have shared their stories on becoming a part of the program that will guide the way to a Healthy Active Gladstone Region.

To find out more about the ambassadors, they were asked:

How did you find out about the Active Ambassadors program?

Christine Hall, a teacher in the region said, *"I play touch with a wonderful person who told me about the program and then I saw the article about it in the paper."*

"I have been privileged enough to sit in on introductory meetings to this project and learn about it that way. I thought it sounded like the perfect thing to get involved in. I am new to the community so it will help me meet new people, find out about community activities and feel proud about being part of the process that will lead this region to a better, healthier and more active future," said Dana Gregory, member of the Amarna staff assisting the Gladstone Regional Council on the project.

Meagan Molloy, a Massage Therapist in the community said *"One of the Healthy Gladstone Region staff is a client of mine and she told me about the program and the wonderful opportunities for me to be involved."*

Word of mouth has helped spread the news about the Ambassadors program and receive the first string of "yes's." The three new ambassadors have big plans and ideas to offer up to the project planners, the community and at future, planning forums.

What are you going to do to get people active and healthy?

Christine Hall plans to talk to her friends, family and workmates about being more active. *"I'm also going to wear my Active Ambassadors shirt to school and tell the students about being more healthy and active."*

Dana Gregory wants to talk to people throughout the community while she is out on walks, runs, at the shops or at work to give them the word on the Healthy Active project. *"I am big on working out and would like to form a group of people interested in working out together, whether it is going to the gym, doing a group video workout together at someone's home, going for a walk to the local park or jogging around town. I am excited about this program because I know it will not only make the community more aware, but teach me to have a healthier lifestyle, as well. When I talk to people, I would like to drive the idea that we can become more active and healthy by simple changes in our lives, like eating out less, implementing healthier alternatives into our cooking, walking somewhere instead of driving, getting involved in a local club or finding the time to exercise. I think people need to realise that these changes do not have to be hard; it can be a small amount of time out of each day that will make a significant difference."*

Meagan Molloy has the initiative to start a "BIG GIRLS Club" that is very informal, but will get a number of larger sized women who need help to get fit and healthy. *"I have just started a healthy program this year and I know how important it is to have support and motivation from other women who may be experiencing the same things."* If there are any ladies out there who feel they want to be a part of the "BIG GIRLS Club" please call 4978 1389.

These are just three of the stories of our local ambassadors willing and ready to make a difference in the community by promoting and driving the Healthy Active campaign in the Gladstone region and beyond. This is a fantastic start to the Active Ambassadors program, now let's make it even better. Get up and active. Be a part of the process that will turn this community around to a healthier, more active place to live!