



Media Release

Darwin City Council

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Activate Launch

On Monday the 2nd of March the Lord Mayor of Darwin and Mayor of Palmerston will meet at “the Berrimah Line” to jointly launch the Activate NT MBF Healthy Lifestyle Challenges. Activate NT is the new branding for the previously successful Palmlesstonsnes and DarwinLite Healthy Lifestyle Challenges, and this year will include a Steps Challenge between the residents of Palmerston and each of the Darwin Wards (Chan, Lyon, Richardson and Waters) for an added element of competition.

Activate NT provides a fun, supportive and motivating environment in which to make healthy and sustainable changes to your lifestyle. The program provides opportunities for the residents of Darwin and Palmerston to be more active, improve their eating, quit smoking and drink alcohol responsibly. Darwin Lord Mayor Graeme Sawyer encourages residents to take advantage of the program. He said, “Activate NT challenges Territorians to better health through fun activities”.

Program implementation is a collaboration between General Practice Network NT, Darwin City Council, City of Palmerston, goNT, Department of Health & Families NT. Its major sponsor is MBF, and Territory FM is media partner.

Brooke Kimberley, Chronic Disease Project Officer for General Practice Network NT is the Activate NT Co-ordinator. Brooke says “Activate NT provides a fantastic opportunity for people to get started on living a longer, happier and healthier life with the benefit of support from both fellow participants and health and fitness experts”

The program starts 16th March and runs for 10 weeks until 24th May, providing a huge range of physical activity sessions, special events and the opportunity to win fantastic prizes.

Registrations will open March 02nd, and there will be official sign-on days at Palmerston Shopping Centre on Sat March 14 and Casuarina Square on Sun March 15. Cost for the program is just \$30, which includes a dri-fit shirt, water bottle, pedometer, and all the activities and special events are free or greatly discounted for registered participants.

What: “Activate NT” Media launch
When: Monday 2nd March 10am – 11am
Where: Flight Path Golf and Archery Vanderlin Drive, Berrimah
Who: Darwin & Palmerston Mayors

For more information or to pre-register phone Claire at DCC Recreation Services on 8930 0419.