



QUEENSLAND WALK EXPLORE STEPS CHALLENGE MEDIA RELEASE AND COMMUNICATIONS TEMPLATE FOR ORGANISATIONS AND COMMUNITY GROUPS

TITLE OPTION 1: QUEENSLANDERS INVITED TO MAKE EVERY MOVE COUNT THIS AUGUST

TITLE OPTION 2: NEW CHALLENGE INSPIRES QUEENSLANDERS TO TAKE A STEP IN THE RIGHT DIRECTION

Queenslanders have been invited to make every move count this August as CQUniversity's 10,000 Steps Program and Queensland Walks bring the state together for a fun new physical activity challenge. The Queensland Walk Explore Steps Challenge aims to motivate and support people to be active every day.

A key activity within Queensland Walks Month, the Queensland Walk Explore Steps Challenge is a month-long physical activity challenge starting on Tuesday 1st of August 2023. Steps and physical activity logged by all Queenslanders using the 10,000 Steps website or app will automatically contribute to the state's overall progress.

People of all abilities can participate. Whether you walk, run, roll, stroll, swim, cycle or dance - however they choose to be physically active, all activities count and **every move matters!** The Challenge will end on Thursday 31st August.

The last time 10,000 Steps hosted a state-wide steps challenge in Queensland was in 2020. Participants logged one billion steps in 32 days. Now the question is, can Queenslanders step up to beat this total in August?

The 10,000 Steps program aims to encourage people to move more throughout the day by tracking their steps and making active choices. CQUniversity's Professor Corneel Vandelanotte, said, "people gain the most health benefits if they change their activity levels from nothing to something, it's OK if you don't get 10,000 steps a day, if you aim to do more than before, it's already a big win."

"... The Queensland Walk Explore Steps Challenge is a great opportunity for people to boost their physical activity levels. The flexible nature of the 10,000 Steps program allows people to choose when and how they can fit physical activity into their day.

Every move counts during the month and we have found these Challenges as a great way to provide confidence, inspiration and support for people to connect with their community, pathways, parks and other local activities."

Participating in the Challenge is free, fun, open to everyone. Participants can share their photos and stories via 10,000 Steps social media, or to find out more about the Challenge or Program they can visit the 10,000 Steps website 10000steps.org.au.

The Queensland Walks Explore Steps Challenge is an initiative of CQUniversity's 10,000 Steps Program, in partnership with Queensland Walks and Exercise & Sports Science Australia (ESSA). The Challenge is proudly supported by the Queensland Government and Health and Wellbeing Queensland through Active Kit Round 2.

To find out more information about the Queensland Walk Explore Steps Challenge:

- Queensland Walk Explore Steps Challenge website <https://www.10000steps.org.au/state-and-local-challenges/qld-walk-explore-steps-challenge/>
- Queensland Walk Explore Steps Challenge resources: <https://www.10000steps.org.au/support/using-website/queensland-walk-explore-steps-challenge-resources/>

To get involved in the challenge as an individual:

- Create your 10,000 Steps account on the website 10000steps.org.au or mobile app
- Log or sync your steps on the 10,000 Steps [website](#), iphone app or android app
- The challenge leaderboard is live from 1st August 2023

To get involved in the challenge as an Organisation or Community Group

- Start a 10,000 Steps team Tournament within your workplace or community
- Visit the [Queensland Walk Explore Steps Challenge](#) resources page for more information and to get started