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## 15,000 Steps To Child Health



Cathy Freeman and Herb Elliott encourage Brisbane kids to walk 15,000 steps a day - launch of the Global Children's Challenge™

Olympic legends Cathy Freeman and Herb Elliott came together to rally for the health of Australian children. Cathy and Herb are encouraging Brisbane youngsters to take 15,000 steps a day in an effort to change their long-term health, wellbeing and physical fitness.

Running for 50 days from September, the inaugural Global Children's Challenge™ will play a critical role in changing the behaviour and attitudes of Brisbane youth as well as children across the country, by presenting physical activity as fun, stimulating and worthwhile. Children will wear a pedometer every day and log their steps into an interactive website which takes them on a virtual journey around the world.

An alarming 25% of Australian children are overweight or obese. If weight gain continues on its current path, 80% of all Australian adults and a third of Australian children will be overweight or obese by 2020.1

"The health of our future generations is at serious risk and it is our responsibility as individuals, as parents, teachers, businesses and organisations to do our bit in educating today's youth," said Australian Olympic champion Cathy Freeman OAM.

"A number of studies indicate that Australian children today are ranked as one the most inactive of all developed countries2," said Cathy Freeman. "As these habits track into adulthood it increases the future chance of bad heart health, increased metabolic risk and even cancer. The Global

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