



## Media release

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### Move more, sit less for a better, healthier life

Before reading any further, stop. Stand up. Thank you. Please continue.

A new program launched today is encouraging all Australians to stand up, step away from their screens and embrace the joy and benefits of an active life.

*Move More, Sit Less*, an initiative of the Bluearth Foundation, aims to address the serious health dangers associated with our increasingly sedentary lives.

Wendy Gillett, Bluearth CEO, said the average Australian now sits for more than nine hours a day. "Office workers will spend 80,000 hours of their life sitting. This is not what our bodies are designed to do! We are built for motion, not for stillness," she said.

"We need to get the message out there that spending large parts of our day sitting and not moving places our health and lives at serious risk. We want everyone to Move More, Sit Less for a better quality of life. It's that simple," she said.

The statistics make for sobering reading:

- Over time, sitting for more than 6 hours a day reduces life expectancy by 40% for women and 20% for men
- Two thirds of Australian children do not meet the national daily physical activity guidelines
- Less than a third of children meet the recommended guidelines of no more than two hours of screen-based entertainment every day
- Nearly 70%, or 12 million Australian adults are either sedentary or have low levels of physical activity

The *Move More Sit Less* initiative is not a prescriptive call to action, rather a reminder that we need to move more and sit less whenever and wherever we can.

Visitors to the *Move More Sit Less* website will have access to tips and ideas for families, schools and workplaces to incorporate less sitting and more moving in their daily lives.

"We are all flooded with information every day about what we should do and how we should do it. The Move More, Sit Less philosophy is that people know what they need to do to live longer, healthier lives, they sometimes just need a nudge in the right direction to take that first step," Ms Gillett said.

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