

Date for Release	From	Contact Tel	Email
For Immediate Release	Fiona West	01454 867062	Fiona.west@southglos.gov.uk

South Gloucestershire Leisure signs up to National Campaign to get the Nation more Active

South Gloucestershire Leisure has joined in a nationwide campaign to encourage more people to become more active as part of the Government's Change4Life campaign. The initiative, entitled MoreActive4Life, launches in South Gloucestershire on Wednesday 8th July.

MoreActive4Life aims to make it easier for those who don't normally exercise to get active. South Gloucestershire Leisure will be providing free 1-day gym passes and a 6-week walking programme in partnership with South Gloucestershire Council's Walking to Health team.

Those wishing to take part in MoreActive4Life should visit www.moreactive4life.co.uk where they will be able to obtain a free gym pass or details of local walking groups. The aim of the campaign is to get at least 80,000 people more active, more often across the UK.

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Notes to Editors

- MoreActive4Life, the fitness industry's contribution to the Government's Change4Life campaign, is a great way to get your active minutes!
- MoreActive4Life sees the fitness industry come together to donate £3 million worth of free fitness to the UK, offering the UK access to free facilities and free help and advice from fitness experts.
- This national consumer activity campaign will be delivered by over 1,000 FIA members nationwide. The summer campaign, which is designed to help more people be more active more often, will include walking groups as well as gym-based activities.

South Gloucestershire Leisure

Head Office, Bradley Stoke Leisure Centre, Fiddlers Wood Lane, Bradley Stoke, South Gloucestershire. BS32 9BS
T: 01454 865798. F: 01454 867048. E: leisure@southglos.gov.uk. W: www.sgleisure.org
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- MoreActive4Life will bring the fun back into being active, provide access to trained exercise professionals and offer a quick and easy way for many people to take their first steps to eating well, moving more and living longer.

- **South Gloucestershire Leisure Ltd** - South Gloucestershire Leisure Ltd is a charitable trust established in November 2005. It operates the five leisure centres in South Gloucestershire on behalf of South Gloucestershire Council. The Trust is overseen by a board of voluntary trustees
- All press releases can be found online at: www.sgleisure.org/press_releases
- For further information, please contact Fiona West, Marketing Manager for South Gloucestershire Leisure Trust on 01454 867062 or 01454 867065.

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