

Reminding Aussies that Movement is Medicine this Exercise Right Week

TUESDAY, 19 MAY 2020

FOR IMMEDIATE DISTRIBUTION

The countdown is on for [Exercise Right Week 2020](#) as Exercise & Sports Science Australia (ESSA) strives to keep Australians of all ages active and healthy.

“Each year, Exercise Right Week seeks to remind Australians about the benefits of exercise and physical activity, and the importance of seeking out the right professional for individualised advice,” says ESSA CEO, Anita Hobson-Powell. “This year’s theme is ‘Movement is Medicine’, and with many people facing additional barriers to staying active due to COVID-19, we feel this message has never been more important.”

Many people view exercise as simply a tool for weight loss, however, the benefits of an active lifestyle reach far beyond fitting into your jeans this winter.

Exercise helps to reduce the risk of developing chronic diseases like cardiovascular disease, diabetes and some cancers, and can help to protect against mental health conditions like anxiety and depression.

It’s also vital for brain health and can reduce your risk of developing dementia or Alzheimer’s disease as you age. The message is simple; individuals who exercise regularly and maintain high levels of physical activity tend to live longer, happier and healthier lives than those who are inactive.

“If you could squeeze all the health benefits of exercise into a pill, it’d be the most prescribed drug in the country,” says Anita. “Yet, despite the countless health benefits, less than half of all Australians adults meet the current physical activity guidelines.”

The Exercise Right Week campaign aims to help change public perception around exercise by highlighting the fact that movement is for everyone, regardless of age, background or health status.

“We want to inspire everyone, especially those who are living with or at risk of developing a chronic condition, to get active and to find a qualified exercise professional to help them move their way to better health.”

Throughout next week, Australians can [access free online events](#), like education sessions, online exercise classes and Q&A sessions hosted by the exercise experts.

To learn more about the campaign, visit the [Exercise Right website](#).

//Ends

For more information:

Camella Brightman
ESSA Member Communications Officer
E: Camella.Brightman@essa.org.au
P: 07 3171 3335

Zoe Bickerstaffe
ESSA Marketing & Communications Manager
E: Zoe.Bickerstaffe@essa.org.au
P: 07 3171 3335