

PRESS RELEASE
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South Gloucestershire's Active Lifestyle Centres are making MOVES towards social impact

Thousands of people across South Gloucestershire are taking part in an international competition that aims to promote healthy lifestyles, raise awareness into increasingly prevalent health issues and benefit the wider community.

The Active Lifestyle Centres are among nearly 800 facilities participating in the 'Let's Move for a Better World' campaign. Last year, over 141,000 people across 26 countries collected 482 million MOVES – or physical movements – that are converted into points for gym equipment prizes. The challenge has grown significantly year-on-year, with 2018 set to be the biggest year yet.

The campaign, which started on March 12th, is launched and promoted annually by Technogym, the company behind the MyWellness equipment at each of the Active Lifestyle Centres, which operate in five locations across South Gloucestershire.

The MyWellness equipment is among some of the most high-tech gym equipment currently available and enables users to achieve their sporting, fitness and health goals with the help of a fitness key and the MyWellness app.

For the 'Let's Move for a Better World' challenge, the centres will use data from the app and its 'cloud' to record the physical actions of gym users, staff members and the local community. These actions are measured as MOVES and are pledged towards a social cause of the facility's choice.

As MyWellness users can also record their activity outside of the centres such as walking, running or playing team sports, which means the challenge provides participants with more opportunities to adopt a healthy and active lifestyle.

If any of the centres have recorded the most MOVES in their region by March 31st when the competition ends, they'll be on track to win a range of brand-new equipment for a social cause of their choice.

This year, each of the Active Lifestyle Centres will be competing for separate causes, with staff and customers set to support Bradley Stoke Community School at Bradley Stoke, Kings Oak Academy at Kingswood, Sir Bernard Lovell School in Oldland Common at Longwell Green, Castle School and Marlwood School at Thornbury and Choices for You at Yate.

Mark Crutchley, Chief Executive of Circadian Trust, the not-for-profit organisation which manages and operates the centres in partnership with South Gloucestershire Council said: "We're thrilled to be taking part in the Let's Move for a Better World campaign once again this year. Over 1000 people took part across the five centres last year, with an incredible four million MOVES recorded between them. I have every faith that we can top last year's total and bring home some equipment for our chosen causes.

"Our objective as an organisation is to inspire active lifestyles in as many people as possible and maximise participation at all levels of health and wellbeing. The challenge presents us all with a great opportunity to get involved in a community-based project and get active in the process."

To find out more about the Active Lifestyle Centres, please visit: <https://www.activecentres.org>

For further information about the #LetsMoveForABetterWorld campaign, please visit: <https://www.technogym.com/gb/letsmove/>

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Photo caption: Liam Difford, fitness assistant at Kingswood Active Lifestyle Centre taking part in the Let's Move for a Better World challenge.

Notes to editor:

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About Circadian Trust

- Circadian Trust operates five leisure centre sites and a dual-use sports centre across South Gloucestershire in Bradley Stoke, Downend, Kingswood, Longwell Green, Thornbury and Yate and is a company and charity. Working in partnership with South Gloucestershire Council, the community strategy and overall shared philosophy is to contribute to the improved health, cultural and social wellbeing of the local community improving quality of life.
- Any profit made by the Trust is reinvested to improve facilities, equipment and services for its customers.
- For more information, visit: www.circadiantrust.org