



## PRESS RELEASE

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**For Immediate Release**

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### **CAN YOUR SCHOOL GO THE DISTANCE?**

All WA primary schools are now able to roll out a free interactive training program for the Chevron City to Surf for Activ as part of the 2011 Chevron School Challenge.

The Go the Distance training program, in association with StepUp4Kids, is launched today with the support of the Australian Council of Health, Physical Education and Recreation (ACHPER) and the Department of Education.

Education Minister Liz Constable said Go the Distance encouraged school students to get some exercise and set fitness goals.

"It gives students added incentive to do so, empowering them to make the decision for themselves. This is a valuable lesson in this age of sedentary lifestyles and the obesity epidemic", Dr Constable said.

Students participating in Go the Distance strive to achieve two primary goals – to complete a Half Marathon distance over the ten week program and to complete the 4km Walk/Run at the Chevron City to Surf for Activ on Sunday 28<sup>th</sup> August.

ACHPER Executive Officer Denyse Passmore said this dual focus allowed students to work towards a short term goal in completing the program, which ultimately prepared them for their long-term goal of the 4km Walk/Run at the Chevron City to Surf for Activ.

"I encourage all WA primary schools to take up Go the Distance because it is a fantastic way to get kids active and is very easy for all WA schools to implement", she said.

The program is conducted on school grounds at one lunchtime per week and requires the support of the entire school including parent volunteers and School Prefects.

All tools and templates required to successfully implement Go the Distance are available to download from our website [www.perthcitytosurf.com](http://www.perthcitytosurf.com). The program kicks off in June so download your templates today.

All school teams registered in the Chevron City to Surf for Activ receive a 15 per cent registration discount and enter the draw to win fantastic prizes as part of the 2011 Chevron School Challenge.

The Chevron City to Surf for Activ is Western Australia's largest community event and includes the Marathon, Half Marathon, 12km run/walk, 4km run/walk and 4km wheelchair race. This year the event will be held on Sunday 28 August 2011.

Further details can be found on the Chevron City to Surf for Activ website [www.perthcitytosurf.com](http://www.perthcitytosurf.com).

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For further information, please contact:

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## **Program Outline:**

Every Friday at lunchtime for ten weeks students walk or run laps of their school oval (500m lap) or school grounds (1km lap). For every lap the student completes they earn a stamp on their distance card. The overall goal is to receive 21 or 42 stamps (depending on the lap distance) over the course of the ten week program, by which stage the student will have completed a Half Marathon distance of 21km.

This health and fitness initiative is a fantastic way to connect the entire school community, generate school spirit, and to improve the health of the students around Western Australia. In addition, Go the Distance acts as a training platform for the 4km Run/Walk event in the 2011 Chevron City to Surf for Activ on Sunday 28<sup>th</sup> August 2011.

Go the Distance is run in association with StepUp4Kids, which was successfully conducted at Our Lady of Grace Primary School in 2010.

In order for this program to be run successfully, it requires involvement from all areas of the school community. Parent volunteers will be required to oversee each training session as the program must be run independently of the Physical Education Program in schools. School Captains and Prefects are required to assist the parent volunteers and to provide encouragement and support to all participants.

Schools are free to arrange sponsorship with local businesses and to adapt the program to suit individual school needs. Certificates of Thanks are provided to thank sponsors for their contribution and support.

All templates required to successfully implement Go the Distance are available at [www.perthcitytosurf.com](http://www.perthcitytosurf.com).

## **Helpful Tips:**

- Incentives are vital to the success of this program. Examples include having special guests to run laps alongside students, prizes, dress-up laps, inviting grandparents/parents to watch, or having relevant/inspirational guest speakers at assemblies. Based on the success of StepUp4Kids at Our Lady of Grace Primary School we recommend the use of incentives to keep the program's momentum moving forward.
- A beep-test can be undertaken at the start of the program and again at the conclusion of the 10 weeks to help students to set fitness goals and gives them a measurable fitness outcome.
- Celebrate the final day of the program possibly in the form of a small wind-up party.
- The program requires involvement from the entire school. The canteen could facilitate a healthy eating program or teachers could undertake cooking with their classes to encourage a healthy diet.
- Organisers will require a full school list to be able to merge personal information with the templates, such as certificates.

## **Templates Provided:**

The following templates are available at [www.perthcitytosurf.com](http://www.perthcitytosurf.com):

- Certificate of Participation- awarded to students who participate but do not complete the 21 laps,
- Certificate of Achievement - awarded to students who completed 21 laps
- Certificate of Appreciation – given to School Captains and Prefects
- Certificate of Thanks – given to sponsors, parent volunteers and guest speakers
- Go the Distance Friday lunchtime procedure
- Go the Distance roster
- Student distance card

Are you a regional school wanting to participate in the Chevron School Challenge but can't travel to Perth for the event on Sunday 28<sup>th</sup> August? We can arrange Chevron City to Surf for Activ certificates, medals and race bibs to be sent to your school so you can run your own event on school grounds. Call us on 9436 0262 to discuss.



## **Notes to Editors:**

Please note, the official event name for 2011 is the **“Chevron City to Surf for Activ”**.

### **About the City to Surf for Activ**

The City to Surf for Activ is Western Australia's biggest community event and is Activ's major fundraising event. Now its 37th year, it has become the second largest official timed race in the Southern Hemisphere, with over 40,000 participants in 2010, event organisers expect entries in 2011 to top this. For the last 36 years, the Perth City to Surf has been an icon on the Western Australian sporting calendar, capturing the hearts of tens of thousands of people have embraced the event. The Chevron City to Surf for Activ takes place this year on Sunday 28th August.

Participants can select from various events including the Marathon, Half Marathon, 12km Run/Walk, and 4km Run/Walk/Wheelchair.

The Marathon and Half Marathon courses are one of the most picturesque in the world, offering runners the opportunity to run past key Perth landmarks including the Swan River, Kings Park on to the beautiful Indian Ocean at City Beach, The Marathon, Half Marathon and 12km Run/ Walk races all start in Perth CBD on St Georges Terrace while the 4km has its start precinct at MacLean Park in Floreat. All races finish on West Coast Highway in City Beach.

The 2011 Chevron City to Surf for Activ registrations are now open at [www.perthcitytosurf.com](http://www.perthcitytosurf.com) .

### **About Activ**

Activ is one of the largest disability service providers in Western Australia. The organisation provides accommodation, employment, transport, recreation, respite, training and community support to thousands of people with disabilities and their families. Activ's services are provided across the Perth metropolitan area, as well as in regional towns, Albany, Bunbury, Busselton, Esperance, Geraldton, Kalgoorlie, Kellerberrin, Manjimup and Narrogin.

Established in 1951, the community organisation is celebrating 60 years of enabling people with disabilities and their families to pursue a better life. For more information, Activ visit [www.activ.asn.au](http://www.activ.asn.au)

### **About Chevron**

Chevron is one of the world's leading integrated energy companies and through its Australian subsidiaries, has been present in Australia for almost 60 years. With the ingenuity and commitment of more than 2,000 people, Chevron Australia leads the development of the Gorgon and Wheatstone natural gas projects; manages its equal one-sixth interest in the North West Shelf Venture; and operates Australia's largest onshore oilfield on Barrow Island and the Thevenard Island oilfields. The company is also a participant in the Browse liquefied natural gas development and is a significant investor in exploration offshore northwest Australia, one of Chevron's four global focus areas for exploration.

In addition, Chevron's Perth-based Global Technology Centre provides technology support and solutions to the company's operations in Australia and around the world. Visit [www.chevronaustralia.com](http://www.chevronaustralia.com).

### **About StepUp4Kids**

StepUp4Kids is an innovative project designed to get every child at Our Lady of Grace School loving and engaging with fitness. The idea, conceived by Antonette Fazzari and Lynley Papineau in partnership with Catherine Kolomyjec from Soul Gestures Inc, was to get every student in the school fit over a ten week period in the lead up to the 2010 Perth City to Surf for Activ. This little idea has led to a project that is now an extraordinary blueprint for fun and fitness in any school and has been further developed by the Chevron City to Surf for Activ to create the Go the Distance training program.

Antonette, Lynley and Catherine are incredibly proud and appreciative of the response and support of the whole Our Lady of Grace community and look forward to supporting schools, clubs and organisations build fitter communities. Visit [www.stepup4kids.com.au](http://www.stepup4kids.com.au).