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MEDIA RELEASE

Roberts Day employees step up to the challenge

Employees from Roberts Day are hitting the pavement from May 19 with more than 125,000 other employees as part of the world's largest health and wellbeing initiative, the Global Corporate Challenge (GCC).

Established in 2004, the GCC aims to combat the growing health risks associated with the increasingly sedentary nature of today's modern workforce. It achieves this by challenging employees to walk over 10,000 steps per day – a proven and recommended way of reducing your overall risk of chronic diseases including cardiovascular disease and type II diabetes.

In teams of seven, Roberts Day employees, over the course of 16 weeks, will record their daily activity levels on the GCC website. This activity is converted to an overall distance and the team's progress is plotted along a virtual tour of the world. The more active the team, the further they progress on this virtual journey.

Mike Day, Director, from Roberts Day said that encouraging employees to be involved in the GCC assists in improving the overall health, wellbeing, morale and energy levels of their workforce.

“With staff spending a significant proportion of their day behind their desks, we feel it is important to help encourage physical activity in our day-to-day office routine. We're keen to help play our part to ensure our employees lead healthy and active lifestyles. Roberts Day is very excited to be participating in the challenge as it's a great way of making a lasting impact on the health of our staff, while having some fun at the same time.” Said Mr Day

This year, Roberts Day has registered 28 staff members in the GCC .In total more than 125,000 employees from 78 countries in the world will participate.

“We're encouraging staff to make simple, healthier choices throughout their day, such as taking the stairs instead of the lift or using their lunch break to go for a walk, to help achieve their 10,000 step goal for the day.” Continued Mr Day

According to the GCC, sedentary jobs and modern conveniences are keeping employees from getting active, with the average white collar worker only taking 3,000 steps a day. The long-term effects are devastating to both physical and mental health.

GCC Chief Executive Officer, Glenn Riseley said that workplaces were fast turning into the new battle-ground for chronic disease prevention.



“In 2010, the increase in physical activity during the 16 week program resulted in both men and women losing an average of 4kg in weight*. While it’s encouraging to see GCC participants shedding kilos, our real goal is to change people’s long-term habits, making them healthier and happier.” said Mr Riseley.

“We’re delighted to welcome Roberts Day employees in this year’s GCC. Not only have they demonstrated the level of importance that they attribute to their employee’s health, but they are actively doing something about it.” continued Mr Riseley.

In addition to helping its employees improve their health; Roberts Day is also sponsoring 28 local primary school children to take part in the Global Children’s Challenge, free of charge as a direct result of their participation in the Corporate Challenge. In 2011, the Global Children’s Challenge will help over 125,000 children get more active.

For more information about the GCC, please visit www.gettheworldmoving.com.

For further information on Roberts Day’s involvement in the Global Corporate Challenge please contact: Jessica Paolini