



## MEDIA RELEASE

### Anytime Fitness Launches Exclusive Healthy Life Challenge To Improve The Health Of Australians

The average Australian lives their last 17-20 years affected by injury, illness or disease - 95% of these years of healthy life lost could be prevented or avoided through lifestyle modification. Anytime Fitness, Australia's #1 health club, recently completed their first national Healthy Life Challenge in response to these startling statistics. The Healthy Life Challenge aimed to educate Australians about how they can potentially live more years free of the burden of disease, inspire them to make the positive changes required in their lives and motivate them to stick with it. Anytime Fitness is currently the only national health club that offers this kind of health assessment package in Australia.

Using Anytime Fitness' Healthy Life Project assessment, entrants completed a series of tests at their local Anytime Fitness club to receive their Healthy Life Score, designed to give an overall idea of their health and wellbeing, and a general indication of how their lifestyle, physiological & biometric factors may affect it. The test also provided entrants with a general indication of whether there is more they could do to improve their score. Entrants then worked on these improvements over an 8 week period and retook the tests to see how much they had improved their overall health and wellbeing as a result of lifestyle, diet and exercise improvements.

More than 590 people completed the challenge nationally and collectively achieved the following incredible results:

- Gained over 2,500 healthy life years
- Increased their average healthy life potential from 76.5% to 82% (Over 4 years on average)
- Lost over 1.3 tonnes in weight
- Lost over 75 meters from around their waists
- Reduced their average body fat percentages by 6%



The Healthy Life Project Health Assessment is now available at most Anytime Fitness clubs throughout Australia. A free introductory assessment is available online or you can book to complete the full assessment at your local Anytime Fitness club.

To join the revolution, visit [www.healthylifeproject.com.au](http://www.healthylifeproject.com.au)

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***Notes to Editor:***

Statistics gathered from ABS & The World Health Organisation state that:

- The average Australian male lives for a total of 79.9 years, 62.4 healthy life years & 17.5 disability affected life years as a result of injury, illness or disease
- The average Australian female lives for a total of 84.3 years, 64.5 healthy life years & 19.8 disability affected life years as a result of injury, illness or disease
- 95% of these years of healthy life lost are a result of chronic disease, injury or illness - most of which could be prevented or avoided through lifestyle modification

***About Anytime Fitness***

Open 24 hours a day, 365 days a year, Anytime Fitness prides itself on providing members with convenient and affordable fitness options in friendly facilities which feature top-quality exercise equipment. Members can work out anytime in any of the 3000 clubs worldwide with one low monthly rate. State-of-the-art security and surveillance systems ensure member safety at the clubs even during unstaffed hours. [www.anytimefitness.com.au](http://www.anytimefitness.com.au)

For further media information on the Healthy Life Project or Anytime Fitness Australia please contact:

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