

MEDIA RELEASE

6 November 2014

Tackling The Australian Obesity Epidemic One Step at a Time

A man who overcame obesity by losing 30 kilos is set to show all Australians that they can change their own lives literally one step at a time.

Perth lifestyle change expert Gary Wilmot said that the obesity epidemic spreading among Australians can be easily reversed by a series of simple steps.

“I now plan to prove this literally and take this message across Australia by running from Perth to Brisbane,” said Mr Wilmot.

“I want to prove once and for all that anyone can take back control of their life, and become the healthier, happier version of themselves that they want to be,” he said.

“If I can turn my own life around, from a 143kg desk-bound enemy of physical exercise, then everyone is capable of creating positive changes in their own life.”

“Too many people believe that losing weight and getting fitter is difficult and expensive.”

Recent studies have shown that Australians are gripped by an obesity epidemic, with 14 million Australians classified as overweight or obese.

Through related illnesses such as Cardiovascular disease, obesity has overtaken smoking as the leading cause of premature death and illness in Australia.

Mr Wilmot said that this was no surprise as it reflects a general trend in developed nations globally.

“Unfortunately the desire for quick fix solutions are all too readily provided by a thriving weight loss industry,”

“The run from Perth to Brisbane is a practical demonstration of what can be achieved through a series of simple steps, by developing better habits, and creating lifestyle change rather than looking to short-term band-aid solutions.”

Mr Wilmot said the goals of the run are to:

- Raise awareness of the problem of obesity in Australia
- Demonstrate that you can turn your life around, step by step
- Engage with community groups to spread the active lifestyle message
- Raise \$1 million for the Heart Foundation, to further their work in this area
- Prove that everyone can take back control of their own life

“Engaging with community groups, other runners and the Australian public will raise awareness of the options that are available to everyone, right now.”

“This is an issue that impacts on the health system, businesses, and the Australian community in general, and the longer we leave it, the harder it will be to reverse the trend.”

Mr Wilmot said that his run will serve as a turning point for the health of the nation, and hopes it will inspire another boom in running and walking similar to the 1970s.

The planned start date for the run is May 2nd 2015, arriving in Brisbane four months later.

Many Perth runners have already committed to providing an escort out of the CBD, and the thriving Brisbane running community is also ready to provide a welcoming committee in August.

Mr Wilmot anticipates similar support as he reaches the major centres, including Adelaide, Melbourne, Canberra, Sydney and Gold Coast.

For more details about the event visit <https://www.facebook.com/HeartsAcrossAustralia>

About Gary Wilmot

Gary Wilmot has put a lifetime of bad habits behind him having made a life-changing decision in December 2011, at the age of 42, to change. Transforming himself from a 143kg desk-bound office worker at risk of developing serious health issues, he lost 30kg and is currently a 3-time Marathon finisher with plenty more to come.

Ends

High resolution images and interviews are available on request.

Media Contact:

Gary Wilmot

Phone: 0424 332 489

Email: gary@nomoremrfatguy.com.au

Web: <https://www.facebook.com/HeartsAcrossAustralia>