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NETWORKS UNITE TO LAUNCH HEALTHY LIFESTYLE CAMPAIGN

In a campaign worth several million dollars, Free TV broadcasters have joined with prominent Australian sports stars to urge young Australians to adopt a healthy lifestyle.

Olympic medalists Grant Hackett and Giaan Rooney as well as AFL Brownlow medalist Michael Voss are spearheading the "Live Life" campaign promoting healthy eating and drinking habits. The campaign will run on all metropolitan and regional commercial television networks over the next few months.

Grant and Michael use their own experiences to talk about the need to eat a balanced diet with "lots of fruit and vegetables" and to keep active. Giaan is aiming her message at the need to drink responsibly and in moderation.

"We are very pleased that these three prominent Australians have given their time voluntarily to help deliver these important messages," said Free TV Chairman, Wayne Goss.

"There has been a great deal of public concern and debate about these two important issues and their impact on all Australians, particularly young Australians," Goss said.

"We are confident that this initiative will help to raise awareness of these issues in a positive and direct way."

The "Live Life" campaign comprises three 30 second television commercials and will air nationally from this Sunday, 13 July.

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For more information, please contact Free TV Australia on (02) 8968 7100.