

MEDIA RELEASE

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Golfing star jumps for heart health

Leading golfer, Michael Campbell, is encouraging school children to reach their potential, with the help of a Kiwi institution – the Heart Foundation’s Jump Rope for Heart.

A partnership between the Heart Foundation and the Michael Campbell Foundation is being launched today to add another dimension to the highly successful Jump Rope For Heart skipping programme which will be expanded this year with ‘Jumping June’ and ‘Skipping September’.

Schools can choose to take part in one or both of the skipping events, at the same time raising money for the Heart Foundation which will also give back some of the proceeds.

Heart Foundation Marketing Manager Bruce Waldin says the purpose of the partnership with the Michael Campbell Foundation is to encourage even more children to learn about the importance of living active and healthy lifestyles.

“Papakura Normal School has been a long time supporter of the Jump Rope programme, and that’s why we decided to launch the new partnership there as we believe this relationship will be pivotal in the development of thousands of Kiwi kids in years to come,” says Mr Waldin.

Meanwhile, Campbell hopes to grow the number of schools involved in Jump Rope so that more 5-9 year olds learn about the importance of leading active and healthy lifestyles.

“The Michael Campbell Foundation is about inspiring young New Zealanders to realise their full potential. Our belief is that by encouraging healthy, active lifestyles, more children will be capable of ‘joining the game’.

“The increasing rates of child obesity and diet-related disease amongst NZ children, due to more sedentary lifestyles, is concerning. The Jump Rope for Heart programme is an excellent and proven initiative which encourages physical activity and we are proud to be partnering with the Heart Foundation on this,” says Campbell.

It is 23 years since the international youth skipping programme was introduced to primary and intermediate schools across the country. Since then, more than 1.6 million children have taken part in a programme aimed at encouraging heart-healthy lifestyles through regular physical activity.

More than 500 primary schools are now involved in Jump Rope for Heart and the Heart Foundation hopes the new partnership will encourage many more to take part.

The programme has established itself as a leading physical education resource for primary and intermediate schools across the country by encouraging skipping and movement skills.

“We are thrilled that Michael Campbell has approached us through his Foundation to support the growth of Jump Rope For Heart,” says Mr Waldin.

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“The partnership will be built on the shared strategic vision of the Michael Campbell Foundation and Jump Rope For Heart, through helping children become more active and heart-healthy so that they can reach their life potential in so many areas.”

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