

A novel approach to fitness

- **Liverpool is first city in UK to put gym equipment in libraries**
- **Innovative library workouts to get the whole city exercising**
- **PHOTOCALL, THURSDAY 3 AUGUST, CENTRAL LIBRARY: Library users get fit with lit as a new chapter begins for health in Liverpool**

LIVERPOOL people could soon be rowing with JK Rowling, working out with Wordsworth or skipping with Kipling!

Liverpool City Council is Britain's first local authority to put gym equipment in libraries, making it easier than ever for people to build exercise into their daily routine.

The council's leisure department is teaming up with library services for the innovative project, which will see libraries throughout the city decked out with keep-fit kit, from squat machines to shoulder presses.

Liverpool City Council Leader, Warren Bradley, said: "Thousands of Liverpool people will soon be turning over a new leaf when it comes to their health. This is all about breaking down barriers to health and fitness and trying to place exercise at the heart of people's lives.

"It's a brilliant way for people to get fit - from professionals to schoolchildren, and from students to senior citizens."

First to get the keep-fit treatment is Liverpool Central Library, on William Brown Street. The new equipment will be set up on the 2nd floor of the building on Thursday 3 August.

It will be situated next to the computer terminals, so anyone queuing to use the internet can use that time to have a quick workout.

Mark Jones, fitness manager at Liverpool City Council, said: "This new project will hopefully encourage many more library users to think about getting fit bodies as well as fit minds.

"The gym equipment will be discreetly placed so as not to interfere with the day-to-day running of the library and special clothing will not be required. And library users can do as much or as little as they want - if people only want to do a five-minute session, they can do just that."

Instructors will be on hand to supervise and offer advice on other activities which are available under Liverpool's "Active City" banner, including Walk for Health, Cycle for Health, Taste for Health and Quit Smoking schemes.

Active City is an initiative supported by organisations from the public, private and voluntary sectors which is encouraging everyone in Liverpool to become 'More Active, More Often'.

John Marsden of Active City, said: "Busy people often see working out as an indulgence they shouldn't waste time on - or they simply don't enjoy disciplined work-outs. But there are lots of new ways in which people can dedicate 30 minutes a day to getting fitter. It's just a matter of treating your chosen activity as a multi-tasking opportunity.

"Putting gym equipment in an environment people are already comfortable in will give many people that extra incentive they need to get fit. Whether they're reading or waiting to surf the net, this new initiative will hopefully give a new lease of life to thousands more Liverpool people."

If successful, the city council hopes to roll out the project to libraries across Liverpool.

ENDS

MEDIA OPPORTUNITY/PHOTOCALL

EVENT: Liverpool people will be getting fit with lit as they become the first in the country to use gym equipment in their local library.

DATE: Thursday 3 August 2006

TIME: 11am

VENUE: Liverpool Central Library, William Brown Street, L3

For further information, please contact Damian Richards-Clarke on 0151 225 2464 or 07736 216434

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