

**Ireland  
Active**

**Leisure, Health  
and Fitness  
Association**

**ANNA GEARY AND AIDAN O'MAHONY LAUNCH IRELAND ACTIVE'S ANNUAL NATIONAL FITNESS DAY**

*Ireland Active to host its second Docklands Fitfest this National Fitness Day*



**Thursday, 5<sup>th</sup> September 2019:** Cork Camogie legend and performance & wellness coach, Anna Geary and five-time All-Ireland winning Kerry footballer Aidan O'Mahony have teamed up with Ireland Active to launch National Fitness Day 2019. On this year's National Fitness Day (26<sup>th</sup> September 2019), Ireland Active will host the second *Docklands Fitfest* as part of Dublin City Council's Dublin Sportsfest.

*Docklands Fitfest* will offer everyone the chance to enjoy group fitness classes including Boogie Bounce, HIIT and Boxercise and many more activities. In addition, participating Ireland Active members across the country will open their facilities on National Fitness Day, along with workplaces and schools getting in on the action too. People of all ages will have the chance to avail of free activities, and a range of taster sessions including yoga, aqua-aerobics, group exercise, Pilates, boxercise and fitness training run by qualified and registered fitness instructors. Ireland Active have a number of prizes including leisure centre membership vouchers, sports equipment vouchers and Fitbits to be distributed to competition winners who get involved in participating leisure centres, schools and workplaces on the day.

National Fitness Day ambassador and six-time Camogie All-Star, Anna Geary, commented at the launch:

*“I’m absolutely delighted to be part of National Fitness Day for a fourth year in a row. As an ambassador for National Fitness Day, I realise the importance of physical activity. Sport and exercise have always played an important role in my life, and the importance of regular exercise in supporting wellbeing, reducing stress and improving health is something I see every day. National Fitness Day is a wonderful opportunity to highlight and sample many of the facilities and activities for people to get physically active across the country.”*

National Fitness Day ambassador and five-time All-Ireland winning footballer, Aidan O’Mahony said:

*“I’ve always played sport, I’m lucky to have played for my county Kerry for most of my life. I retired from inter-county football in 2017, but I still try to play for my club Rathmore. Exercising and playing sport is a massive part of my life, it contributes to my overall physical and mental wellness. I’m thrilled to be part of National Fitness Day this year, and I encourage everyone to get out, get active and try out a new sport or activity.”*

National Fitness Day, which is spearheaded by Ireland Active and is supported by Sport Ireland, Healthy Ireland and the European Commission, aims to promote the benefits of physical activity, whilst showcasing the range of facilities, sports and options available across the country for people to choose from. Ireland Active has partnered with Fitbit who share the same dedication to helping people to lead healthier, more active lives. In celebration of National Fitness Day, Fitbit will be giving away Fitbit devices as part of the initiative across the country.

This year on National Fitness Day, *Docklands Fitfest* will happen within Dublin Sportsfest organised by Dublin City Council and Dublin City Sport & Wellbeing Partnership, which aims to showcase the wealth of sports clubs, facilities and recreational facilities available in Dublin City. It also coincides with European Week of Sport (23<sup>rd</sup> to 30<sup>th</sup> September) which is a Europe-wide promotion to promote sport and physical activity.

The Minister of State at the Department of Health with responsibility for Health Promotion, Catherine Byrne T.D. said:

*“I am delighted to support National Fitness Day which encourages everyone, young and old, to get involved in sport and exercise. This is very much the message of Healthy Ireland, which aims to support individuals and communities to become more active and improve their health and wellbeing. Exercise is something that everyone should enjoy, and National Fitness Day is a great opportunity to try out a new activity and make a positive change in our daily lives”.*

Una May, Director of Participation and Ethics, Sport Ireland said:

*“Increasing participation levels in sport and physical activity is vital, it’s a key priority for Sport Ireland and National Fitness Day is an excellent initiative that encourages people of all ages and skill levels across Ireland to get active and to enjoy healthier lives. I would encourage everyone to get involved on the 26<sup>th</sup> September and use it as an opportunity to learn about their local sports clubs and fitness facilities and give them a try.”*

Briain Curtin, Marketing Director at Fitbit, said:

*“We’re thrilled to be involved with the fourth Ireland Active National Fitness Day, and it’s great to see such an important initiative receiving such great support across the country. Exercising daily, playing sport and eating well is crucial to maintaining a healthy lifestyle, and National Fitness Day is an ideal*

*opportunity to convey this message across Ireland. I'd encourage anyone who can to get down to Docklands Fitfest and learn more about the benefits of leading a fit and healthy life."*

Conn McCluskey, Chief Executive of Ireland Active, said:

*"National Fitness Day is Ireland's Annual celebration of health & fitness, running as part of the European Week of Sport. We are delighted to roll out the initiative for the fourth year in Ireland. Ireland Active want to encourage a healthier, fitter and a physically active Ireland. We're encouraging everyone to get involved at their participating local leisure facility, gym, park, workplace or school on Thursday, 26<sup>th</sup> September, to try new sports or activities, and come down to Docklands Fitfest to see how much fun getting active can be."*

Information on the activities and participating facilities nationwide including *Docklands FitFest* can be found on [www.nationalfitnessday.ie](http://www.nationalfitnessday.ie). Information will also be made available across Ireland Active's social media channels.

Facebook: @NationalFitnessDayIreland

Twitter: @FitnessDayIRL

Instagram: @irelandactive

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**For further information visit [www.nationalfitnessday.ie](http://www.nationalfitnessday.ie) or contact:**

Conn McCluskey, CEO of Ireland Active, [CEO@irelandactive.ie](mailto:CEO@irelandactive.ie) 083 128 5169 or

Ben Mulholland, Wilson Hartnell, [ben.mulholland@ogilvy.com](mailto:ben.mulholland@ogilvy.com) 01 669 0030 / 086 3986234

Shane Nolan, Wilson Hartnell, [shane.nolan@ogilvy.com](mailto:shane.nolan@ogilvy.com) 01 669 0030 / 086 0835402

**Notes to Editor:**

- Ireland Active is the national association for leisure, health and fitness sector and represent over 300 publicly and privately-owned leisure centres, gyms, swimming pools, fitness education providers and recreation facilities nationwide.
- An estimated 450,000 Irish people are members of leisure, health & fitness facilities right across Ireland. The industry employs approximately 9,000 people generating an estimated €300m to the Irish economy each year.
- National Fitness Day, 26th September 2019 will take place during the European Week of Sport and the Docklands Fitfest will also happen within Dublin City Council's Dublin Sportsfest.

