



## 3,144 push-ups in 23 days: Are you up for the Challenge, Australia?

- Registrations are now open for The Push-Up Challenge, taking place across Australia from 1-23 June 2023.
- Australians are encouraged to get fit, have fun and learn about mental health while completing 3,144 push-ups and raising money for Lifeline, Movember and Push for Better Foundation.
- To register and get involved in the push for better mental health, visit [thepushupchallenge.com.au](http://thepushupchallenge.com.au)

**MEDIA RELEASE, 13 APRIL 2023:** Australia's largest fitness-based mental health event, [The Push-Up Challenge](http://thepushupchallenge.com.au), is back in 2023, encouraging Australians to push for better mental health.

Participants will take on 3,144 push-ups across 23 days in June, putting the spotlight on the tragic number of lives lost to suicide in Australia in 2021.

Thousands of Australians from all ages and walks of life participate in the event which engages people in mental health through connection, physical activity and education.

Founder of The Push-Up Challenge, Nick Hudson, said, *"The Push-Up Challenge is a great way to get fit, connect with your community and do something positive for your mental health, all while honouring lives tragically lost to suicide."*

*"It's likely everyone will experience a mental health issue at some point in their lives, so by pushing up and learning about mental health, we hope to break down the stigma attached to mental illness so that Australians don't think twice about reaching out for help."*

The Push-Up Challenge is a free event, and participants can choose to fundraise and support beneficiary partners Lifeline or Movember, or the charity which runs the event, Push for Better Foundation. Fundraising is an optional part of the event.

*"With our focus on mental health education, Lifeline's 24-hour crisis support and suicide prevention services, and Movember's focus on prevention and early intervention, we'll build on our work that engages Australians in a holistic conversation about mental health,"* commented Hudson.

Colin Seery, CEO of Lifeline Australia said, *"More and more, Lifeline is being seen as the destination for help. With up to 4000 contacts a day to our voice and text helplines and more than 26,000 searches for our toolkits and community services in January alone, Australians are reaching out in record numbers. The Push-Up Challenge is a powerful campaign in removing barriers to help seeking and expanding conversations and improving your own mental health whilst encouraging connection with your friends and family."*

*"Funds raised through The Push-Up Challenge will ensure Lifeline's critical crisis support and suicide prevention service are accessible to anyone who needs them - anytime, anywhere and in the way those who need support feel most comfortable approaching."*

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In 2022, over 153,000 participants completed 240 million push-ups and raised over \$10 million for mental health.

Rachel Carr, APAC Country Director at Movember, said, *“We continue to lose more than six men to suicide every single day in Australia, with men accounting for 3 out of 4 national suicides. We know that a lot of those men are looking for support. In fact, up to 50% of the men who die by suicide have been in contact with a mental health service prior to their death. Sadly, they often slip through the cracks because we don’t have targeted mental health and suicide prevention programs to adequately assist them. The funds raised through initiatives like The Push-Up Challenge will help Movember deliver lifesaving early intervention and prevention programs like ‘Men In Mind,’ an online professional training program that aims to upskill therapists and help them engage men in therapy more effectively. Giving therapists tools and strategies to identify and respond to depression and suicidality in men. We’re so grateful to our Mo community and events like The Push-Up Challenge for making programs like this possible, and we’re stoked to be back for another incredible year.”*

Participants of all ages and abilities push-up while learning about mental health, with the number of daily push-ups changing to reflect a vital mental health fact.

Participants can opt to take on the full push-up target (3,144 in total) or if that feels out of reach, the half option (1572 in total). These can also be done as sit-ups, squats or alternative exercises. Progress is tracked by logging push-ups through a dedicated app.

You can register for The Push-Up Challenge as an individual, a team, or get your whole workplace, club, gym or school involved at [www.thepushupchallenge.com.au](http://www.thepushupchallenge.com.au).

**-ENDS-**

**IMAGES AND VISION** of fun, quirky and extreme Pushuperers [HERE](#).

### **About The Push-Up Challenge**

Founded by Nick Hudson in Perth in 2016, The Push-Up Challenge (TPUC) began as a challenge between four friends and has grown to become Australia’s largest mental health and fitness event, raising over \$26 million and engaging over 300,000 people since its inception. The Challenge asks individuals to complete 3,144 push-ups over 23 days in June, putting a spotlight on the number of lives lost to suicide in 2021. The mission: to support the health of participants through exercise and connection, raise mental health awareness and contribute to early intervention and prevention for depression, anxiety and suicide. Because one life lost is too many. TPUC is a fun way for Australians to connect with one another, get fit, and learn about mental health, with participants encouraged to raise money for Lifeline, Movember and Push for Better Foundation. The event is free to take part in and runs from 1-23 June 2023. For more information and to register, visit [www.thepushupchallenge.com.au](http://www.thepushupchallenge.com.au)

### **About Lifeline**

For 60 years, Lifeline has been connecting with Australians in need through crisis support and suicide prevention services – bringing hope and help to people anytime, anywhere. Through phone, text and online chat, Lifeline is available 24 hours a day, seven days a week to listen without judgement to any

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person in Australia who is feeling overwhelmed, experiencing crisis or longs to be heard. The Lifeline network includes 41 Centres in metropolitan, rural and remote areas across the nation. There are over 10,000 volunteers and 1,000 employees working to ensure that no person in Australia has to face their darkest moments alone. Lifeline centres also deliver accredited education and training programs focusing on suicide awareness and prevention as well as community-based suicide prevention initiatives, including support services for those impacted by suicide. Lifeline is available to help. Phone 13 11 14 (24/7), text 0477 13 11 14 (24/7) or chat at [www.lifeline.org.au/crisis-chat](http://www.lifeline.org.au/crisis-chat) (24/7).

### **About Movember**

Movember is the leading charity changing the face of men's health on a global scale, focusing on mental health and suicide prevention, prostate cancer and testicular cancer. The charity raises funds to deliver innovative, breakthrough research and programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects around the world.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. Movember's vision is to have an everlasting impact on the face of men's health.

Funds donated to Movember through The Push-Up Challenge will help deliver life-saving men's mental health and suicide prevention tools and programs across Australia to stop men dying too young. To learn more about Movember, please visit [Movember.com](http://Movember.com).

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