

The background of the page features large, light blue outline text that reads '2023' in a stylized, rounded font. To the left of the main title, there are several short, parallel blue diagonal lines.

INFORMATION **PACK 2023**

PUSH FOR BETTER MENTAL HEALTH

3,144 PUSH-UPS. 1-23 JUNE.

We are Australia's largest mental health and fitness event.

This year, participants will sign up to do 3,144 push-ups over 23 days in June, putting a spotlight on the number of lives lost to suicide in 2021.

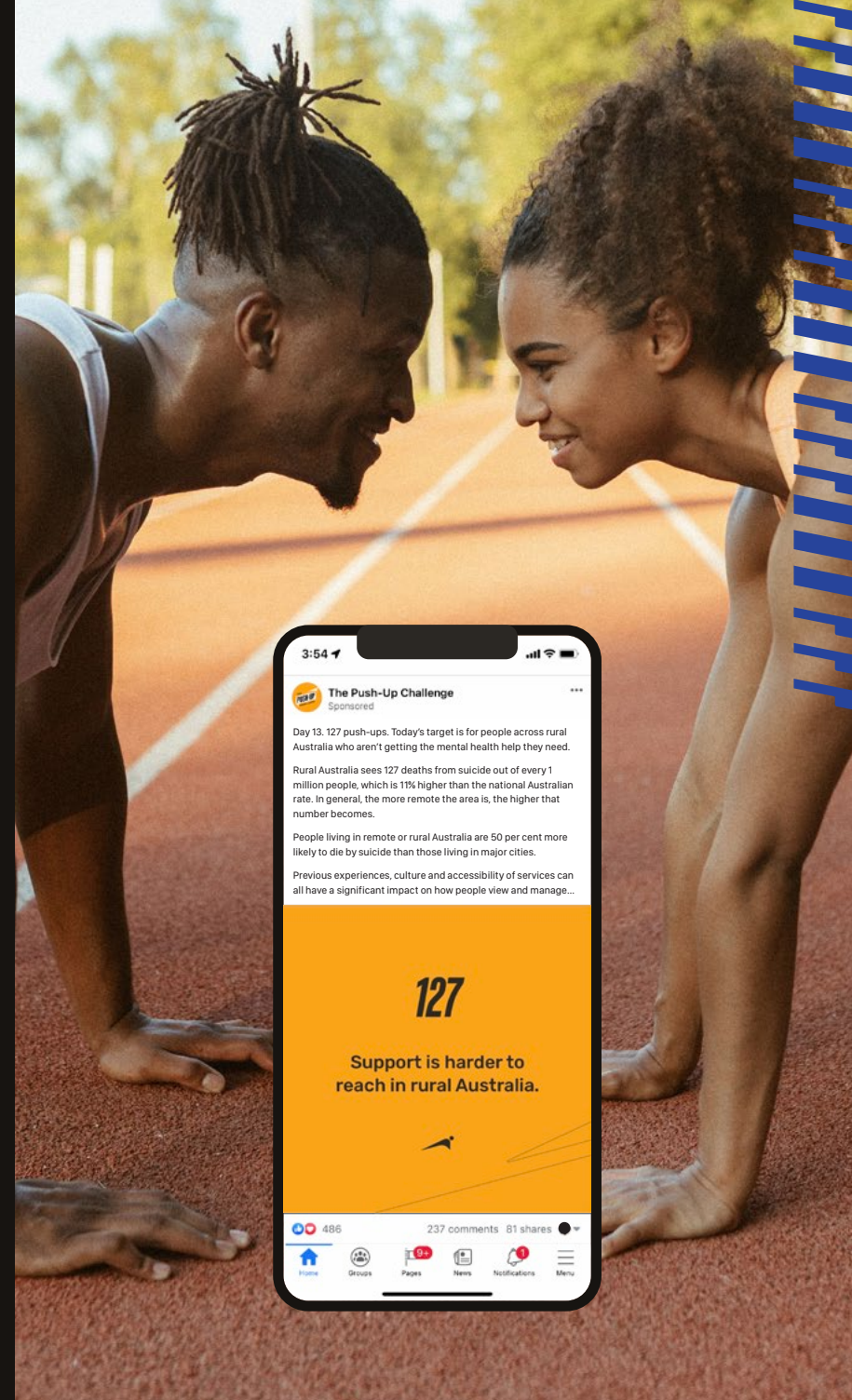
We share an important mental health fact each day of the challenge and that shapes the daily push-up target.

It's free to sign up and we welcome whatever exercise participants are able to do. Think sit-ups, squats, knee push-ups, modified exercises - it all goes.

Fundraising is optional but a great opportunity to support our charity partners, Lifeline, Movember and Push for Better Foundation.

Our mission: to support the health of our participants, raise mental health awareness and contribute to interventions and prevention for depression, anxiety and suicide.

BECAUSE ONE LIFE LOST IS TOO MANY.



THE BACKSTORY

It started with a few mates in Perth, Western Australia, some push-ups and a desire to get fit for summer.

Fast forward just six years, and The Push-Up Challenge has transformed into the largest mental health and fitness event in Australia.

Since 2017, The Push-Up Challenge has raised over \$26 million for mental health services and engaged over 300,000 people to push for better mental health.



**606 MILLION
PUSH-UPS** SINCE 2017



○ **2017**

Participants: A handful of mates

○ **2018**

1,000 participants | **\$50k** raised

○ **2019**

49,000 participants | **\$2.5m** raised

○ **2020**

130,000 participants | **\$5.1m** raised

○ **2021**

174,000 participants | **\$9m** raised

○ **2022**

153,000 participants | **\$10.1m** raised

WHY PUSH FOR BETTER MENTAL HEALTH?



The focus of The Push-Up Challenge is to raise mental health awareness and reduce the stigma around mental illness. We raise funds for key mental health organisations, such as Lifeline, Movember and Push for Better Foundation, so they can continue to invest in research, resources, services and programs to support our communities.

Make an impact through fundraising for



PUSH
FOR BETTER
Foundation



3,144

Australians lost their lives to suicide in 2021. Suicide is the leading cause of death for Australians **aged 15-44**.

1M

Around **1 million people** in Australia live with depression.

1 in 5

Australians will experience mental ill-health this year and only **46% of people seek help**.

WHY YOU SHOULD PUSH WITH US



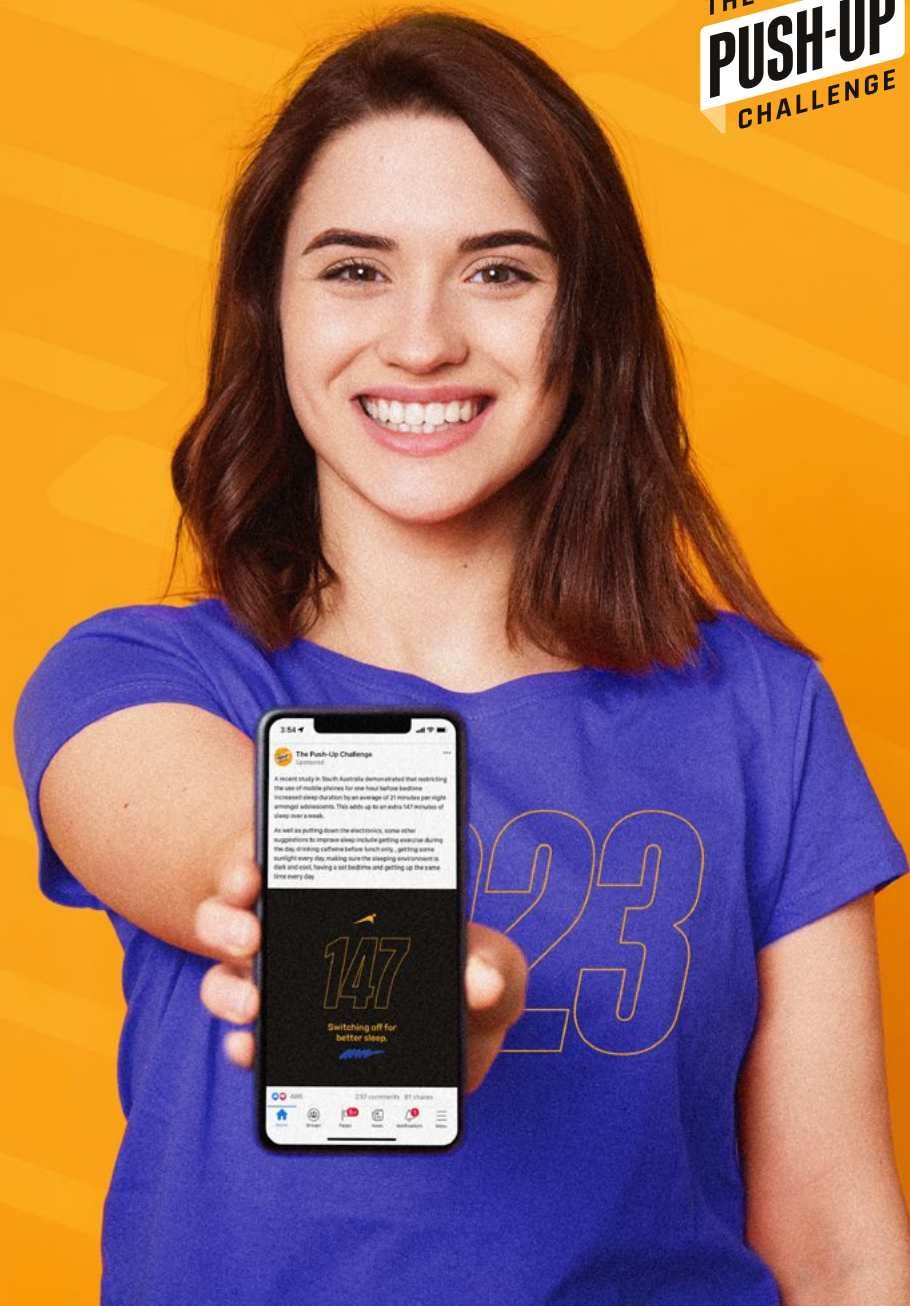
BOOST YOUR FITNESS

You'll take your fitness next-level by committing to daily exercise and pushing yourself out of your comfort zone. Seriously – daily targets average a cool 157 push-ups per day. But if the thought of that makes you want to face-plant into your screen, mate – take the 50% option and save half the sweat. And if push-ups aren't your thing, swap it for an alternative. Squats, sit-ups, cartwheels *insert exercise move of choice* all welcome. Either way, your fitness will reap the rewards.

Research has shown exercise to be as effective as an antidepressant for mild-to-moderate depression.

LEARN THE FACTS AROUND MENTAL HEALTH

Your daily push-up target corresponds to a mental health fact. Over the 23 days, you'll get clued up around mental health, and learn how to optimise your own mental wellbeing. We share science-backed hacks for supporting others you're worried about, plus what to do if you're ever struggling yourself.





"It's not just a good cause, but good for your health, your daily dose of exercise, and a good conversation-starter." - **Dean, 2022 participant**



FEEL MORE CONNECTED

Working towards one epic shared goal alongside 150,000+ other legends guarantees a pretty awesome buzz. Plus, if you tackle The Push-Up Challenge as a team, whether that's with your work crew, footy club, gym, best mates or family, enjoy daily banter as you egg each other on to nail your daily push-up targets. Bonus: your involvement in the challenge will spark chats about mental health with your mates, which helps reduce the stigma.

RAISE MONEY TO SUPPORT THOSE IN NEED

Fundraising is optional – but if you choose to take up this arm of the Challenge, you'll be an instrumental part of making real change. Whether you choose to support Push for Better Foundation, Movember or Lifeline, you'll be supporting the delivery of crucial mental health services and programs for those who need it most.

OUR CHALLENGE'S IMPACT ON MENTAL HEALTH



We surveyed hundreds of 2022 participants, and here's what they told us about how they felt after the challenge...



WELLBEING (PHYSICAL AND MENTAL)

99%

Felt fitter and stronger

97%

Mood was improved

98%

Motivated to exercise

LEARNING

97%

Learnt about mental health

93%

Felt connected

50%

Checked in on someone

98%

Mental illness was destigmatised

92%

Had mental health conversations

96%

Felt it made seeking help easier



“I entered The Push-Up Challenge to improve my fitness and mental health. I suffered depression from when my first child was born. My mental health was also impacted by my employment as a first responder for 32 years.

I thought that there was no way out of the deep dread of depression that I was experiencing, [but] with counselling and the support of family and friends, I pulled through after a number of years. I owe my life to exercise and support from counselling, my GPs and family and friends. Exercise is my continual medicine.

The best thing about participating in The Push-Up Challenge was participating as part of a supportive team of women who became life-long friends.”

- Wendy's story



SWEET... BUT ISN'T THAT A LOT OF PUSH-UPS?



Sure, the target of 3,144 push-ups over 23 days is a challenge for many, but it is achievable. Promise. In fact, we've had an 11-year-old and a 91-year-old great-grandma complete the event!

PARTICIPATE AT WORK

We encourage and support all workplaces to get involved. Posters, email templates, social media tiles will all be provided.

BECOME A SUPPORTER

Official supporters have access to an extensive toolkit and personalised support to drive engagement and participation.

BECOME A PARTNER

Collaborate with us as a foundation partner and connect your brand to helping improve the mental health of Australians.

DOLLAR MATCHING

Dollar Matching your crew's fundraising efforts goes a long way to show your organisation's support of mental health.

GO SOLO OR WITH MATES

You can sign up solo, as part of a team or a community.



Community

This is a collection of teams. Great for large workplaces, schools, gyms, clubs or unis.



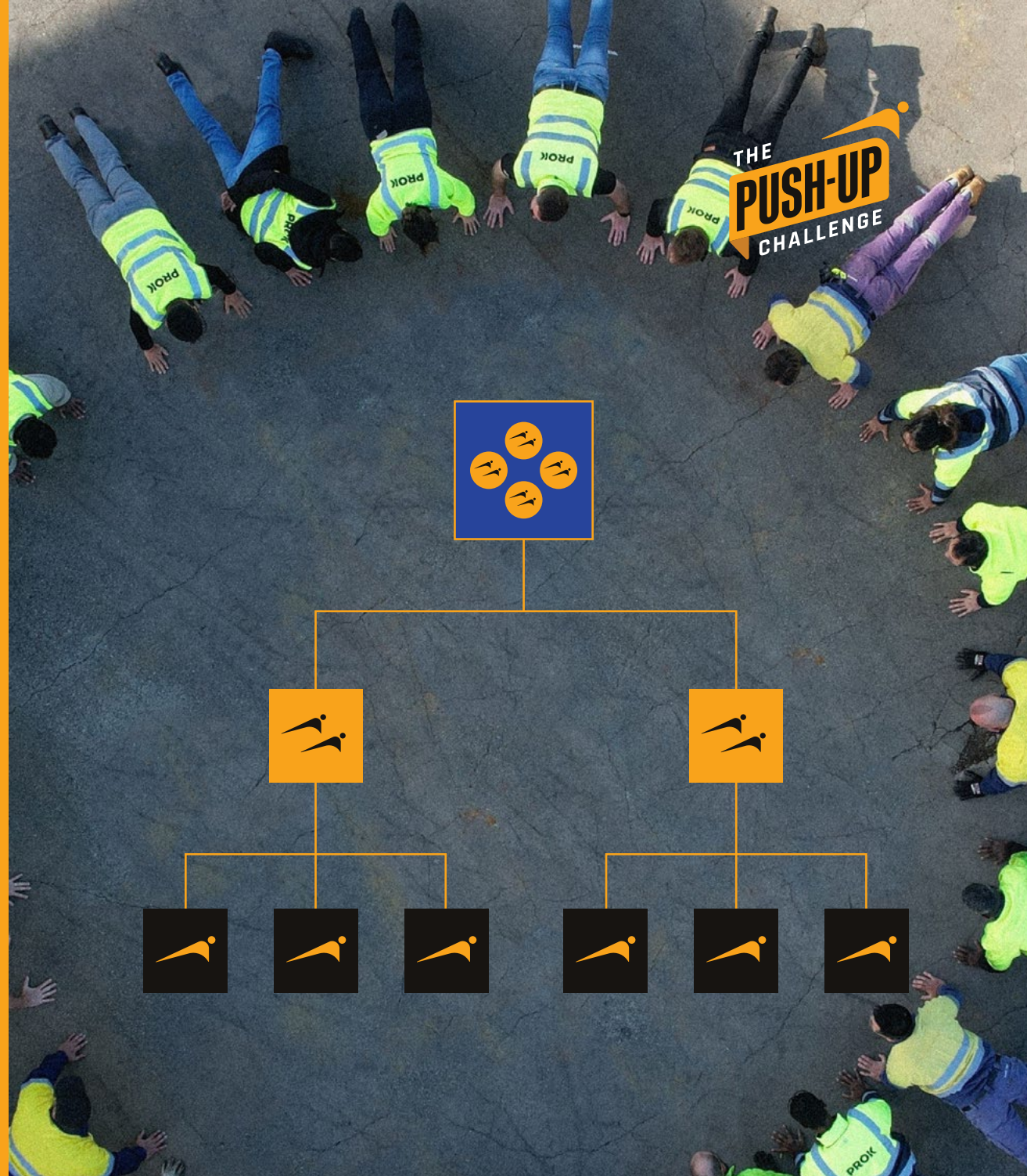
Team

Join up to 10 legends together to form a team.



Solo legend

Anyone can sign up as a solo participant and they'll have the support of the entire push-up crew behind them.



THE
PUSH-UP
CHALLENGE

LET'S DO THIS!



HOW TO GET INVOLVED:

- Register your interest before April and we'll send you an email when it's time to sign up.
- Official event registration opens early April. And it's free!
- We'll email some useful resources your way once you're registered, including a Starter Guide with all the info you'll need to smash your Challenge.
- Download the Push for Better app
- Start pushing on Thursday 1 June!

"The Push-up Challenge has given me such a positive way to focus my grief and is now something I look forward to doing every year. I am extremely grateful for what the challenge has done for me and my family, and I can't wait to smash it out of the park in 2023. I plan to do this challenge every year until I can't physically do it anymore. And even if it just saves one person, then it will be worth it." - Hannah, 2021 & 2022 participant





Proudly supporting



PUSH
FOR BETTER
Foundation



Lifeline



MOVEMBER®

GOT MORE QUESTIONS?
VISIT OUR WEBSITE TO CONTACT US.

www.thepushupchallenge.com.au