



Miki-Leitner/Schleritzko: Healthy living knows no boundaries!

Stl: Projects can be submitted for the Healthy Living Prize until 22 October. Not only are we looking for Austrian initiatives, but we are this year welcoming European entries too

Staying healthy is not a matter of chance! The way we live our lives is critical to our own health. Not only can a healthy lifestyle promote personal wellbeing, but it can also reduce the risk of illness. We are living longer lives, but not necessarily healthier lives. Although the average Austrian will live to be 81, only 65 of those years will be enjoyed in good health. Yet even small differences in our daily routine, such as regular exercise, a balanced diet and taking time to unwind, can have a big impact.

"We want people to be able to spend more of their lives in good health. 'Tut gut!' is our initiative to raise awareness among the residents of Lower Austria and to help them live healthier lives," explains State Governor **Johanna Miki-Leitner**.

The Healthy Living Prize of the "Tut gut!" initiative seeks to shine the spotlight on the most creative, most sustainable and most innovative healthy-living projects from throughout Austria and – for the first time ever – other European countries too. Over 1600 projects from all corners of the land have been submitted for the Healthy Living Prize since 2008, which this year will be awarded for the seventh time. Out of the hundreds of candidates put forward, the best 54 projects have received the Healthy Living Prize.

"The Healthy Living Prize brings exemplary initiatives to the attention of the public and honours them. Through this initiative we are also promoting a regional and international exchange of pioneering concepts, encouraging the public at large to engage more positively with their health and wellbeing. Out of this stem even more ideas for both the individual and their community," explains State Minister **Ludwig Schleritzko**.

Dr. **Vera Russwurm** has been supporting the project for a number of years. "Looking after our health is something that we all need to consider. That's why it is so important to keep on motivating yourself and others to remain active to prevent illness. The Healthy Living Prize helps with this – and also shows how much is already being done about this in Austria," says Dr. **Russwurm**.



Submit your healthy-living project now!

It doesn't matter whether you're a school or nursery, a local community group or a company. Educational institutions, local public bodies and companies can submit their healthy-living projects between **1 September and 22 October 2017!**

To submit your entry, please visit www.vorsorgepreis.at.

The prize is awarded in three categories: **Educational Institutions, Municipalities/Cities and Companies**. In each category, two winners (from across Austria and from Lower Austria) are selected by a distinguished jury. A cash sum of EUR 3,000 is awarded to the winner in each category.

The winner of the "Healthy Living Prize for Europe" is chosen from all three categories by an international jury and is rewarded with a EUR 5,000 prize. In addition to the prize money, each winner receives a bronze trophy, which symbolises the Greek goddess of health, cleanliness and hygiene, Hygieia.

The jury is made up of experts from the worlds of medicine, fitness, nutrition, psychology and health management. They then evaluate the projects according to the following criteria: sustainability, innovation/creativity, number of participants and role-model potential/transferability.

You have to be in it to win it! Entries are submitted electronically by completing the entry form at www.vorsorgepreis.at by 22 October 2017 at the latest.

Queries:

"Tut gut!" initiative, PR and corporate communications

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