



The Push-Up Challenge, Lifeline and headspace join forces in the push for better mental health in 2024

MEDIA RELEASE: SYDNEY, 13 FEBRUARY, 2024: Australia's largest mental health and fitness event, [The Push-Up Challenge](#), today announces it will be partnering with two of Australia's most reputable mental health and crisis support organisations, Lifeline and headspace, for its 2024 event.

Both Lifeline and headspace have been beneficiary partners of The Push-Up Challenge in previous years. The renewed partnership emphasises The Push-Up Challenge's commitment to improving mental health outcomes for all Australians.

"We are proud to build on our relationship with leading Australian mental health and suicide prevention organisations Lifeline and headspace for our 2024 Australian event," said The Push-Up Challenge founder and CEO Nick Hudson.

"The Push-Up Challenge is a unique way to engage people from all ages and walks of life, regardless of how much they already know about mental health. Combining this with Lifeline's 24-hour crisis support and suicide prevention services, and headspace's early intervention services for young people, we'll be able to engage Australians in a holistic conversation about mental health, and reduce the stigma associated with seeking help for mental health issues," he continued.

The Push-Up Challenge will see thousands of Australians of all ages and ability learn daily mental health facts while they complete 3,249 push-ups over 23 days in June, putting a spotlight on the number of lives lost to suicide in Australia in 2022.

Colin Seery, Chief Executive, Lifeline Australia said, *"Lifeline is proud to be partnering with The Push-Up Challenge for the fourth year in a row. Since 2021, funds raised through The Push-Up Challenge have played a vital role in the delivery of face-to-face and digital suicide prevention and crisis support services - at a time when Lifeline has never been needed more."*

"We know that through connection we can find hope. The Push-Up Challenge is an incredible way of bringing communities together, reducing stigma and encouraging people to seek help."

Jason Trethowan, Chief Executive, headspace said, *"We are proud to partner again with The Push-Up Challenge and Lifeline, working together to ensure young people across Australia know help is always available in tough times."*

Staying active is an important part of a healthy headspace, and The Push-Up Challenge is the perfect opportunity to get moving, connect with community and help get more people the support they need."

With suicide the leading cause of death for young people in Australia, there's never been a more important time to support the work of headspace, Lifeline and Push-Up Challenge."

The Push-Up Challenge has grown rapidly since its inception in 2017. To date over 500,000 Australian participants have completed 900 million push-ups and raised over \$40 million for mental health. The event has also developed a registered charity, Push for Better Foundation, which funds mental health education initiatives.

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In 2024 The Push-Up Challenge entered its first international market - Canada. The event, which began on 1 February in partnership with the Canadian Mental Health Association, has raised over AU \$1.9M to date.

The Push-Up Challenge Australia is free to join and kicks off on 5 June 2024. While fundraising is optional, it's a great opportunity for participants to raise funds for Lifeline, headspace or The Push For Better Foundation.

Australians are encouraged to rally their families, schools, businesses and communities and register their interest ahead of this year's event at thepushupchallenge.com.au.

-ENDS-

About The Push-Up Challenge

Founded by Nick Hudson in Perth, Australia in 2017, 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. 2024 will mark TPUC's eighth year in Australia and first in Canada. TPUC is a fun way for participants to connect with one another, get fit, and learn about mental health, with participants encouraged to raise money for mental health charities. The event is free to take part in and runs from 5-28 June 2024 in Australia, and 1-23 February 2024 in Canada. For more information and to register, visit www.thepushupchallenge.com.au.

Media contact:

Romina Favero, PR Director, The Push-Up Challenge

romina@rominafavero.com

+61 425 865 057

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