



The Push-Up Challenge announces global expansion as Perth-based founder honoured as 2024 WA Australian of the Year Local Hero

MEDIA RELEASE: 26 JANUARY 2024: Australia's largest fitness-based mental health event, [The Push-Up Challenge](#), is today announcing expansion into its first international market, Canada.

Being rolled out in partnership with the Canadian Mental Health Association (CMHA), the move marks a major step forward in the organisation's mission to engage more people in mental health through connection, physical activity and education.

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.

By expanding internationally, The Push-Up Challenge hopes to expand its impact and allow more people to benefit from the physical and mental challenge.

The Push-Up Challenge sees participants completing a set amount of push-ups each day of the Challenge which corresponds to a mental health fact. The facts arm participants with more knowledge about mental health, and strategies to improve their own mental health.

Founder of The Push-Up Challenge, Nick Hudson, said the decision to enter the Canadian market is something the team at The Push-Up Challenge has been working on for a long time: *"The community and camaraderie of Canadians is not dissimilar to that of Australians, and I can't wait to make a positive impact on the mental health of Canadians with our partners at CMHA."*

Margaret Eaton, National CEO of the Canadian Mental Health Association said The Push-Up Challenge is a great way to support the Canadians who experience mental illness each year: *"Everyone has mental health and it's likely we all will experience a mental health issue at some point in our lives. By pushing up and learning about mental health, we hope to break down the stigma attached to mental illness so that Canadians don't think twice about reaching out for help, while offering them a new way to get active and connect with their community."*

The news comes after founder of The Push-Up Challenge, Nick Hudson, was recognised as 2024 WA Australian of the Year Local Hero at the Australian of the Year Awards in Canberra this week.

The award ceremony recognised Nick's outstanding contributions to the community and his unwavering dedication to making a positive impact on the lives of others.

The Push-Up Challenge Australia will take place in June, 2024. To register interest for the event, visit www.thepushupchallenge.com.au.

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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 year 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.

About Canadian Mental Health Association

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health federation in Canada through a presence in more than 330 communities across every province and the Yukon. CMHA provides advocacy, programs and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. For more information, please visit www.cmha.ca.

Media contact:

Romina Favero, PR Director, The Push-Up Challenge

romina@rominafavero.com

+61 425 865 057