



# AUSTRALIANS COMPLETE 1 BILLION PUSH-UPS AS PART OF THE PUSH-UP CHALLENGE

## Cast of Cirque du Soleil's LUZIA join in the push for better mental health to celebrate the milestone

**MEDIA RELEASE: 25 JUNE 2024:** Australia's largest mental health and fitness event [The Push-Up Challenge](#) has today achieved an epic milestone with the help of participants around the country: **1 billion push-ups have been completed since the Challenge's inception.**



With the push-up counter officially ticking over one billion today, The Push-Up Challenge is proud of its impact in improving the physical and mental fitness of Australians, as well as helping to transform mental health outcomes across the country over the past eight years.

To celebrate and contribute to the 1 billion count, the cast of Cirque du Soleil's LUZIA completed some epic push-ups.

*"As professional athletes, the LUZIA cast knows the importance of taking care of their mental well-being, and they value community. When we surround ourselves with understanding and compassionate individuals, we create a safety net for our mental health. LUZIA is proud to be part of The Push-Up Challenge to raise awareness as a group around mental health. Together, we can uplift each other, fostering resilience and well-being,"* said Emerson Neves, Head Coach, LUZIA.

Founder of The Push-Up Challenge, Nick Hudson, said that reaching the 1 billion push-up milestone is an incredible achievement for everyone who has engaged with the Challenge over the past eight years.

*"We are so proud of everyone who has contributed to the one billion push-ups. From the Australians who have taken part in the Challenge over the past eight years, to anyone who has ever donated, supported or sponsored us, and of course our wonderful beneficiary partners, we thank you for playing an important part in improving our nation's physical and mental fitness."*



Over 200,000 Australians are due to complete this year's Push-Up Challenge this Friday, 28 June. By Friday, participants will each have completed 3,249 push-ups to put the spotlight on the 3,249 lives lost to suicide in Australia in 2022.

Each day, participants complete their push-ups while learning about mental health, with the number of push-ups changing day to day to reflect a vital mental health statistic.

Individuals, workplaces, schools and clubs around the country are taking part with many choosing to raise funds for charities Lifeline, headspace and the Push for Better Foundation. This year's Challenge has to date raised over \$10 million, with over \$50 million raised since the Challenge's inception.

To learn more about The Push-Up Challenge and support this year's participants by making a donation for better mental health, visit [www.thepushupchallenge.com.au](http://www.thepushupchallenge.com.au)

**-ENDS-**

**VNR of Cirque du Soleil LUZIA cast completing the billionth push-up** [HERE](#).

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

**VNR of The Push-Up Challenge 2024 kick-off** with quotes from founder Nick Hudson [HERE](#).

### **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 marks 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. For more information and to register, visit [www.thepushupchallenge.com.au](http://www.thepushupchallenge.com.au).

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