

'It's a knockout' is coming to Luton

'It's a Knock-out' is coming to Wardown Park on Saturday 8 May 2010 as part of an event that encourages people to live more active and healthy lifestyles.

Organised by a professional events company, teams will be tackling seven games over a 2 ½ hours such as a game where teams try to fire sticky balls onto sticky targets and a relay where teams collect giant jigsaw pieces and assemble them into a picture.

Luton residents, particularly local businesses, are being encouraged to enter as a team of 10-12 people at a cost of just £150 per team.

Karen Fletcher, Commissioning Officer for Leisure & Culture at the Council said: "I encourage organisations in the private, public, or charity sector to enter a team. Even a group of friends or members of a club are welcomed to sign up for what will be an excellent chance for colleagues, families and friends to come together for a fantastic afternoon of entertainment and fun."

For more information or to enter a team in 'It's a knockout' contact 01582 547319 or email: karen.fletcher@luton.gov.uk

'It's a Knock out', is just one of many activities taking place at Wardown Park on 8 May for the Take 3 4 Life event. The day will be packed with free activities including football, rugby, rounders, tennis, cycling, walking, swimming, self-defence, dance, healthy eating demonstration and health checks, plus many more activities with help from local sports groups.

The Take 3 4 Life campaign encourages adults to be active at least three times each week for at least 30 minutes.

The annual event is Luton's largest health and fitness gathering and offers exciting opportunities for local businesses to raise their profile. We would also like to hear from local businesses who feel the event may support their corporate social responsibility and/or marketing objectives. In return, the event offers a great opportunity for local companies to get their name in the spotlight, whilst supporting the local community.

Anyone interested in sponsorship opportunities should contact Amanda Hunt, Sponsorship and Advertising Officer at Luton Borough Council on 01582 547325 or email: amanda.hunt@luton.gov.uk

For more information go to www.luton.gov.uk/take34life

Ends

Notes for editors

The event is being managed by Luton Borough Council with support from Active Luton, Luton Sports Network, Luton Cultural Services Trust, UK Centre for Carnival Arts, Luton Adult community Learning, Sustrans, LBC Parks, NHS Luton, Dallow Community Trust, Team Beds and Luton, Luton Fire Service. Luton Police plus many other local sports groups who will be showcasing their sports and encouraging residents to participate.