

## Healthway the Naming Rights Sponsor for the Kelmscott Annual Show

The Kelmscott Agricultural Society is pleased to announce that Healthway has partnered with the Kelmscott Agricultural Society for 2013 to 2015 to focus on reducing smoking and working towards a smoke-free WA. The Kelmscott Annual Show will be known as the "**SmokeFree WA Kelmscott Annual Show**" for the duration of this partnership.

Healthway's vision is a healthy WA, where everyone has a role in promoting health and shares in the benefits of a healthy population. The priority health areas are reducing harm from tobacco, reducing harm from alcohol, reducing obesity and promoting good mental health.

Smoking continues to be a major public health issue and is the leading cause of preventable disease and death in Western Australia. The sponsorship of the Kelmscott Annual Show offers a range of opportunities to change behaviours and environments to improve health by promoting the SmokeFree WA message to the Western Australian community.

Last year's Annual Show implemented the smoke free message with great success and was supported by the vast majority of the people attending. All indoor and outdoor areas were maintained as smoke free, thanks to the help of the SmokeFree WA Kelmscott Annual Show Ambassadors. SmokeFree signage was placed around the grounds with smoke free messages highlighting the benefits of a smoke free lifestyle.

This message will be reinforced this year through smoke-free messages during the Kelmscott Idol, and the further promotion of the smoke free message to school children through the School Poster and colouring in competitions. An increased presence on online media such as Facebook and Twitter will raise awareness of the commitment to a smoke free environment. It is important to promote a healthy lifestyle as the SmokeFree WA Kelmscott Annual Show is very popular with families with young children and so additional healthy food and drink options will be available this year.

The SmokeFree WA Kelmscott Annual Show is located at Rushton Park on the 18th and 19th of October 2013. Gates open at 4pm on Friday until 10pm, and 9am to 9pm on Saturday. For admission prices and more information visit our website at <http://kelmscottshow.com.au>.

To find out more about Healthway sponsorships and the hundreds of organisations that are promoting a healthy WA, visit [www.healthway.wa.gov.au](http://www.healthway.wa.gov.au) or phone 9476 7000.

**END**

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For further information contact

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*A smoke free lifestyle means you can breathe easier, have more money and live longer*