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## Media Release

### Inaugural AIA Vitality Invitational Women's Handicap added to the Powercor Stawell Gift

**Melbourne, 13 April 2022** – AIA Australia has announced that it will again sponsor the Powercor Stawell Gift as the annual prestigious foot race's major partner. The 2022 event will see the inclusion of the inaugural 'AIA Vitality Invitational Women's Handicap 1000m', set to be a highlight of the event which will take place over the Easter long weekend.

One of the world's most famous foot races attracting elite athletes from across Australia and the world, the Powercor Stawell Gift is run on grass and sees athletes handicapped according to form and ability – starting off on different marks and competing for significant fame and prize money.

The AIA Vitality Invitational Women's event is an exciting inclusion in the Powercor Stawell Gift. The unique 1000m distance will see 1500m and 800m specialists going head-to-head for \$6,500 in prize money and the title.

AIA Australia, a leading life and health insurer is on a mission to champion Australia to be the healthiest and best protected nation in the world. Its science-backed digital health and wellbeing program, AIA Vitality provides education and access to initiatives for improved health and wellbeing outcomes.

Chief Shared Value and Marketing Officer, Stephanie Phillips said, "AIA is proud to support the Powercor Stawell Gift for the second year running. This prominent running carnival is a landmark event which unites and inspires so many Australians.

"We continue to support and invest in women's sport and are thrilled that this year's Stawell Gift will feature the inaugural AIA Vitality Invitational Women's Handicap. We look forward to witnessing the race which will add to the rich history of the Powercor Stawell Gift, as well as celebrating the achievements of everyone involved," said Ms Phillips.

"We are delighted that AIA Vitality continues to invest in our carnival and use these amazing women to showcase AIA Vitality's vision to make Australia one of the healthiest nations in the world," said Stephanie Spence, Chair of Stawell Gift Event Management.

The confirmed athletes for the AIA Vitality Invitational Women's Handicap include:

<b>Athlete</b>	<b>Credentials</b>
Linden Hall	<ul style="list-style-type: none"><li>• Australian 1000m record holder, former Australian 1500m record holder, Tokyo 2020 Olympic 1500m Finalist</li></ul>
Catriona Bisset	<ul style="list-style-type: none"><li>• Australian 800m record holder, Tokyo 2020 Olympian.</li></ul>
Georgia Griffith	<ul style="list-style-type: none"><li>• Tokyo 2020 Olympian, Commonwealth Games Finalist, World Championship semi finalist</li></ul>
Natalie Rule	<ul style="list-style-type: none"><li>• Australian representative, 2nd place at 2022 Melbourne Track Classic 1500m</li></ul>
Sarah Billings	<ul style="list-style-type: none"><li>• Australian representative, 3rd place at 2022 Melbourne Track Classic 1500m</li></ul>
Tess Kirsopp-Cole	<ul style="list-style-type: none"><li>• Australian 800m runner with a 2:02:64 800m PB</li></ul>

Abbey Caldwell	<ul style="list-style-type: none"> <li>• 2022 Australian 1500m National Champion</li> </ul>
Melissa Duncan	<ul style="list-style-type: none"> <li>• World Indoor 1500m Finalist; Australian Commonwealth Games and World Championships representative</li> </ul>

The AIA Vitality Invitational Women's Handicap will take place at 1.35pm on Easter Monday, April 18, 2022, and will be featured in the live national broadcast on Seven.

AIA Vitality will also host an AIA Vitality Zone at the Powercor Stawell Gift, with a footy themed handball challenge putting visitors' skills to the test including instant giveaways and daily prizes.

AIA Vitality Zone visitors will also have the opportunity to enter a major competition to win tickets to an exclusive footy training competition at the AIA Centre in Melbourne. The training session will be run by Hawthorn FC player Tom Mitchell and the team behind Ball Magnets - a fitness app and program, which has been designed by top AFL players to educate and inspire young players.

Tickets to be part of the three days of action at the Powercor Stawell Gift are now on sale at Ticketek. <https://premier.ticketek.com.au/shows/show.aspx?sh=STAWELLG2>

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### **About AIA Australia**

AIA Australia is a leading life insurance specialist with 50 years' experience and a commitment to help Australians live healthier, longer, better lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, CommInsure Life was integrated into AIA Australia. The lives of more than 3.8 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.

AIA Australia has been recognised with multiple awards, including the Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Corporate Organisation Leading Through Shared Value (2019), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at [www.aia.com.au](http://www.aia.com.au).

### **AIA Vitality**

AIA Australia is passionate about helping people live healthier, longer, better lives, and central to this, is its digital health and wellbeing program, AIA Vitality. AIA Vitality is founded on the concept of behavioural

economics. Members are empowered and rewarded for making small lifestyle changes with the aim of decreasing their risk of chronic disease and improving their physical and mental wellbeing. In 2021, AIA Vitality members completed nearly 300,000 health and wellbeing assessments, visited the gym nearly 500,000 times and received over \$3 million in Active Benefits Rewards for keeping active.

Further information at <https://www.aia.com.au/en/individual/aia-vitality.html>