



**EMBARGOED UNTIL 17 MARCH**

Media Release - 16 March 2011

## **Shane Jacobson helps Jenny Craig fight Australian weight epidemic one State at a time**

Australian men are more likely to be overweight than their female partners, a recent study has shown. A shocking 63% of Australian men are classified as overweight or obese, compared to only 56% of women<sup>1</sup>.

In an effort to combat this trend, Jenny Craig ambassador, Shane Jacobson, will tomorrow launch the **Mates in Every State** program, and is calling for Aussie men to buddy up and join him on his quest to drop the kilos. The new initiative from Jenny Craig aims to build Australia's biggest ever weight loss 'support network' for men, with Shane as the **Mates in Every State** leader and mentor.

Shane Jacobson will be hitting the road to visit his 'mates' across Australia encouraging them to lose the weight and live longer, healthier lives. After all, 47% of men who have tried to lose weight in the past agree, that the support of family and friends is critical to their success<sup>2</sup>.

So... how do the States' stack up in the Australian males weight war?

- As a state, the **Northern Territory** records the most overweight males, with 70% of the male population considered overweight or obese; **Tasmanian** men and **South Australian** males rate a close second with the statistic hitting 68% for Tassie and 67% for SA.
- **West Australian** men are piling on the pounds more than the women with over 10% more men considered to be overweight or obese compared to WA women (64% vs. 53%).
- In **Queensland** the number of men considered to be overweight or obese, far outweigh the men considered to be in an acceptable weight range by more than 2:1.
- **ACT, Victoria** and **New South Wales** have the lowest rate of overweight men in the country...but it is still a whopping 57%, 62% and 61% respectively; showcasing the war on obesity hits all states heavily.

Shane has been losing weight with Jenny Craig since January and credits his success to the support of his Jenny Craig consultant, Adele, family and friends. He is looking forward to getting out on the road and inspiring men, just like him.

"Everyone deserves to live a long and healthy life, so I encourage my mates across every Australian state to join me and commit to a healthy lifestyle. Camaraderie and mateship has helped Australians win wars all around the world. We are facing a different kind of war right here at home; to lose our gut and gain our life back. I'd like to give men an instant support system, and Mates In Every State aims to do just that," said Shane.

One 'mate' in every state, will be offered the chance to meet Shane, and be part of the Jen4men program at no cost. Men can register online at [www.matesineverystate.com.au](http://www.matesineverystate.com.au) or at any Jenny Craig Centre. Registration closes 30 April 2011.

Shane is committed to losing 15kgs on the Jen4Men Program. For further information, terms and conditions, and to join Shane with **Mates in Every State**, go to [www.matesineverystate.com.au](http://www.matesineverystate.com.au).

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<sup>1</sup> Source: Roy Morgan Dec 2010. P18+ n=49,530

<sup>2</sup> Source: Woman's Day and Jenny Craig Body & Weight survey

## The Breakdown - How the States weigh in

### Tasmania

- 68% of men across Tasmania are classified as obese or overweight compared to only 56% of women.
- Only 27% of men in Tasmania are classified as being in an acceptable weight range.

### Queensland

- 65% of men across Queensland are classified as obese or overweight compared to only 56% of women.
- In Queensland the number of men considered to be overweight or obese, far outweigh the men considered to be in an acceptable weight range by more than 2:1.

### South Australia

- 67% of men across SA are classified as obese or overweight compared to only 59% of women.
- Only 30% of men in South Australia are classified as being in an acceptable weight range.

### Western Australia

- 64% of men across WA are classified as obese or overweight compared to only 53% of women.
- Only 33% of men in WA are classified as being in an acceptable weight range.

### New South Wales

- 61% of men across NSW are classified as obese or overweight compared to only 55% of women.
- Only 34% of men in NSW are classified as being in an acceptable weight range.

### Victoria

- 62% of men across Victoria are classified as obese or overweight compared to only 56% of women.
- 33% of men in Victoria are classified as being in an acceptable weight range.

### Australian Capital Territory

- 57% of men across ACT are classified as obese or overweight compared to only 55% of women.
- Only 39% of men in ACT are classified as being in an acceptable weight range.

### Northern Territory

- 70% of men across the NT are classified as obese or overweight compared to only 67% of women.
- 27% of men in the Northern Territory are classified as being in an acceptable weight range.