



## Online and in the shops

**SCREEN BREAKS:** New research has shown that 20% of Irish families spend between four and 10 hours per weekday in front of a screen; at weekends, the figure goes up to 50%. The research found almost one third of families (32%) never take part in any physical activity together. The survey was undertaken to mark the return of Ireland's Fittest Family (RTÉ One, Sundays 6.30pm) sponsored by Aviva Health. According to National Guidelines on Physical Activity for Ireland, children and young people (aged two to 18 years) should be active at a moderate to vigorous level for at least 60 minutes every day. [www.getirelandactive.ie](http://www.getirelandactive.ie)



**TRUNK CALL:** To celebrate the arrival of three Asian elephant calves at Dublin Zoo, the zoo along with Dublin City Council and Kaziranga Forest Trail sponsor, The Natural Confectionery Company, have named October, the 'Month of the Elephant'.

In addition to events at the zoo, families are invited to join the free, treasure hunt style, Elephant Trail around Dublin city centre next weekend, (October 18 and 19).

A full list of events can be viewed on [www.DublinZoo.ie](http://www.DublinZoo.ie)



**PINK POUNDING:** More than 250 Centra stores are hosting a Pink walk this October and World Champion race walker Rob Heffernan is calling on families to get their walking shoes on.

Centra is also selling a limited edition pink reflective vest for Breast Cancer Awareness month, which costs €5. Rob will take part in the pink walk from Herlihy's Centra Bishopstown, Cork at 3pm on Sunday, October 19.

Further details of the 'Let's Walk' campaign are available at [www.centra.ie](http://www.centra.ie)



**PERFECT BACK-UP:** **Straighten Up Ireland** Week aims to raise awareness of spinal health and encourage improved posture. Eva Carey and weightlifter David Hehir, were on hand to demonstrate strength, balance and flexibility at the launch of the annual event, organised by the Chiropractic Association of Ireland which starts on Monday next, October 13, and includes **World Spine Day** next Thursday, October 16.

The CAI has developed a series of simple exercises to improve posture, which take just three minutes to complete. For more details and to download an exercise leaflet, visit [www.chiropractic.ie](http://www.chiropractic.ie)