

**MEDIA RELEASE**

1 October, 2025

**Olympian Brooke Hanson joins Healthy Harold’s Hero Hundred to tackle bullying head on**

Olympic gold and silver medallist Brooke Hanson is backing a bold new campaign to tackle bullying, drawing on personal experiences to highlight the emotional toll it takes on young people.

“I’ve had friends, teammates and families in my community deeply affected by bullying,” Brooke said.

“What worries me most is the way bullying can strip young people of their self-belief. It silences them, makes them doubt their worth – and in the most tragic cases, pushes them to believe there’s no way out.

“No child should feel unsafe, online or in the playground. We need to empower kids with strategies to stand strong, and build communities where empathy, inclusion and kindness are the norm.”

The popular motivational speaker, health coach and mother of three is among hundreds of Queenslanders stepping up to support bullying prevention this October, joining Healthy Harold to launch Healthy Harold’s Hero Hundred – a fun and inclusive fitness challenge by Life Ed Queensland.

The campaign encourages people of all ages to complete 100 squats a day for 31 days throughout October to raise funds for Life Ed’s vital respectful relationships and bullying prevention programs in primary schools.

Brooke will officially launch the challenge at Broadbeach on Tuesday 30 September, alongside Healthy Harold and a group of enthusiastic children from the Gold Medal Gymnastics Club.

“As an Olympian, I know the power of sport and movement to transform lives.

“The Hero Hundred combines activity, fun and purpose. I love the goal of 100 squats a day – it gets kids moving, sparks conversations and raises vital funds for a cause that truly matters.”

Life Ed Queensland CEO Taryn Black said the Hero Hundred was the charity’s latest initiative to address bullying in schools through impactful grassroots prevention education.

“We know, one in three Queensland children are impacted by bullying. That’s why Life Ed’s programs focus on empowering students to be upstanders and champions for respectful relationships,” Ms Black said.

“With the Hero Hundred, we want supporters to know that every squat and every dollar raised will help Life Ed Queensland teach respect and kindness in schools and safeguard every child’s right to feel safe.”

Already, hundreds of Queenslanders have registered at [herohundred.org](https://fundraise.lifeedqld.org.au/event/hero-hundred/how-it-works), including Gold Coast actor, singer and podcaster Ali Simpson and her influencer mum Ange Simpson.

Participants can sign up solo or as a team, choose their own version of the challenge – squats, sit-ups or star jumps – and share their journey online to help raise awareness.

**How to get involved**

* Sign up at [herohundred.org](https://fundraise.lifeedqld.org.au/event/hero-hundred/how-it-works)
* Do 100 squats (or equivalent) a day for the month of October (31 days)
* Fundraise and help drive awareness
* Use your story to make bullying prevention visible
* Post. Tag. Invite others. Help Life Ed Queensland go viral for a cause that saves lives.

**Media Opportunity – Tuesday 30 September**

* **Visuals**: Brooke Hanson with children and Healthy Harold plus a display of 100s of respect pledges on the grass
* **Location**: Grassed area, Broadbeach Community Space, 61/89 Sunshine Blvd, Mermaid Waters [(outside Life Ed Queensland head office)](https://maps.app.goo.gl/CLyvvReNLXfnRnpX8)
* **Time**: 11am
* **Interviews**: Brooke Hanson, Taryn Black & vox pops with children
* **Photo/TV Opportunity**: Squat demonstration, corflute pledge display, kids in capes, Healthy Harold
* **Vision**: b-roll vision of the Life Ed program in action can be provided

**About Life Ed Queensland**

<https://www.lifeedqld.org.au/>

Life Ed Queensland is the state’s largest non-government provider of preventative health education for children and young people.

With the help of iconic mascot Healthy Harold and a team of specialist educators, Life Ed has been empowering students to make safer, healthier choices for 38 years in Queensland, and more than 45 years nationally.

Each year, around 180,000 children across 1,000 schools and early learning centres take part in Life Ed’s programs, which cover topics including nutrition and exercise, drugs and alcohol, vaping, bullying prevention, respectful relationships, consent, personal safety, mental health and wellbeing.

Life Ed Queensland also delivers Talk About It – the state’s largest puberty, relationships and sexual health education program – reaching more than 50,000 students annually.

**ENDS**

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