# Media Kit – The Good Habits Challenge

**Empowering Teens to Build Better Habits for Life**Launch Date: October 1, 2025  
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## Overview

The Good Habits Challenge is a 6-month campaign kicking off on the Gold Coast, aimed at helping teens break free from screen addiction and build better daily routines. Each teen receives a 14-day habit card to track progress, set goals, and access online support, rewards, and giveaways.

## Rollout & Reach

We’re starting with 50,000 teens on the Gold Coast and expanding from there. If successful, we aim to roll out in Brisbane this summer, followed by the Sunshine Coast, Toowoomba, and Logan City. This has the potential to reach hundreds of thousands of teens nationally.

## Sponsorship Opportunity

We’re currently seeking sponsors for upcoming regions. This is a unique chance to align your brand with a movement promoting youth wellbeing and real-world change.

## Influencer Event

A high-impact influencer event will take place in the second week of October to drive media coverage and awareness.

## Get Involved

We welcome media coverage, partnerships, and sponsors ready to support the movement.  
To request interviews, images, or more info, contact Troy Logan directly.