



2011 TOUR DE CURE CYCLISTS RIDING TO CURE CANCER

Charity bike ride sees everyday Australians cycle from Sydney to Melbourne over 10 days to raise \$1.5 Million in the fight against cancer

March 2011: Having already raised more than \$3.8 million to date, Tour de Cure's fifth annual cycling Tour will depart for its latest marathon adventure from Sydney to Melbourne via Thredbo on Friday April 1st 2011. This year's Tour route sees the team climb 11,500 metres from the coast to Dead Horse Gap (Thredbo), the equivalent of Mount Everest and more.

The Tour sees a group of ordinary people embark on an extraordinary journey between two Australian cities to raise \$1.5 million in the fight against cancer. This year's 10 day Tour kicks off on April 1st and will see over 85 riders and support crew take on the ride of their life, cycling a gruelling 1400km to raise funds for vital cancer research, support and prevention projects.

In order to inspire Australians to take action to prevent cancer, the 2011 Tour is embarking on an ambitious program through schools on this year's route from Sydney to Melbourne. A key focus will be on raising awareness of the cancer prevention message amongst these local communities. The Tour will be visiting 14 schools along the way, spreading the cancer prevention message with local school children and their parents.

This year the Tour de Cure will also be producing two books for distribution along the route. The first book, "Stickman Rules, Let's Do Well", is designed to inform and inspire children with a message of healthy lifestyle choices and cancer prevention and has been written by award winning author Terry Hawkins. The second book "What I Wish I Knew About Cancer" has been written by best selling authors Marty Wilson and Tour de Cure Co Founder Gary Bertwistle. Both books will be for sale via TOURDECURE.COM.AU in printed and e-book formats.



The Tour de Cure team of riders and volunteer support crew represent a broad cross section of the Australian community, but what they all have in common is a determination and belief that a group of people can make a positive difference and help find a cure.

Back for his second Tour is Sports Anchor from CH 7's Sunrise program Mark Beretta. At the start of last year, Australia's much loved "Beretts" had the urge to find a project that would help other people. As a keen cyclist, when he learned about the Tour de Cure, he was both amazed and inspired by what the Team achieved. Beretts was inspired enough to come back again for another year of intense training and to put himself through yet another 10 day Tour, and we're delighted to have him back on the road with us.

"Riding is a great love of mine, but these distances are daunting! However in the bigger scheme of life and what we're working together to achieve, it's a tiny bit of suffering to do my bit to help find a cure for cancer. The challenge I face on the Tour is nothing in comparison to the challenge faced by cancer sufferers, if I can help find a cure by participating in the Tour, then I'm in." Beretts said.

While Beretts plans to undertake his Sunrise reporting duties from the road during the 10 day journey, Tour de Cure co-founder Gary Bertwistle, who developed the concept for the Tour de Cure in 2007 over coffee with a cycling mate, says that each individual in the Team makes an enormous commitment to be part of the Tour.

"The Tour de Cure is a personal journey for many of our Team members, some of whom have lost a family member or friend from the disease, while others have triumphed over cancer themselves," says cycling fanatic Gary, whose own father was diagnosed and treated for prostate cancer in 2009.

"Each cyclist must commit to raising \$12,000 in donations in order to participate in the Tour, and on top of leaving their families, jobs and businesses to participate they must train aggressively for at least six



months leading up to it. Even our support team members raise \$3,500 each and volunteer their time for the duration of the Tour," he said.

The Tour de Cure strategically identifies and funds cancer research, support, and prevention projects across Australia.

"Discoveries in medical research can make an enormous difference to the lives of those hit by cancer. Funding from Tour de Cure over the years has been crucial in promoting vital research in the fight against this disease" said Professor John Rasko, Cell and Molecular Therapies, RPA Hospital & Centenary Institute.

The aim of funding these research, support and prevention projects is to reach the broadest possible outcomes in the fight against cancer for men, women and children. Cancer does not discriminate. Every 29 seconds someone in the world will hear "I'm sorry, you have cancer". In Australia, 1 in 2 men and 1 in 3 women will be affected by cancer by the age of 75.

The Tour will be departing from Martin Place at 9am on Friday 1st April, and over the following 10 days will be riding through Wollongong, Huskisson, Batemans Bay, Canberra, Cooma, Thredbo, Albury, Shepparton and Bendigo. The last day will be the ultimate finale to what is sure to be their best Tour yet, with the Team stopping in at the Melbourne Cricket Ground to greet the 50,000 strong crowd at the Demons vs Lions AFL match. They will then ride on to cross the finish line at Federation Square in Melbourne at around 2pm.

Be part of the cure and get involved in the fight against cancer by donating or participating in Tour de Cure activities in your local area. For more information on the 2011 Tour and the cancer projects we are funding this year visit www.tourdecure.com.au We need your help – be part of the cure TODAY.



**For more information or images please contact:
The team at Tour de Cure on 02 9026 3170**

About the Tour de Cure

The Tour de Cure is a journey like no other – and sees a group of ordinary people embark on an extraordinary journey between two Australian cities to raise funds for vital cancer research, support and prevention projects. This inspirational group of people take part in the Tour with one common goal – cure cancer.

Having cycled from Brisbane to Sydney in 2007 Melbourne to Sydney in 2008, Brisbane to Cairns in 2009 and Sydney to the Sunshine Coast in 2010, the Tour de Cure has already raised more than \$3.8 million for the vital work of Australian cancer charities, including Camp Quality, the Cancer Council, the Leukaemia Foundation, the National Breast Cancer Foundation, Cure Cancer Australia, Cure for Life Foundation, the Garvan Institute of Medical Research, Cure the Future Cell & Gene Trust, Sydney Children's Hospital and Livestrong's Adelaide arm at New Royal Adelaide Hospital.

In April 2011 a team of 85 people will ride **1,400km from Sydney to Melbourne** in 10 days, **raising \$1.5 million in the fight against cancer**. Be part of the cure and make a donation today. Every dollar counts.
TOURDECURE.COM.AU (Tour de Cure Ltd ABN: 56 302 713 357)

