

Tuesday 9 October 2018

MEDIA ALERT

Cycling sisterhood champions children's charities

This Friday, a tight-knit peloton of 45 women will push off from Brisbane on an epic three-day ride for **Chain Reaction Challenge**, which has raised almost \$25 million for children's charities, including AEIOU Foundation, over the past decade.

The **Women's 300** ride will take the cyclists on a 300+km loop through Queensland's beautiful Sunshine Coast and hinterland, including Noosa and the Glasshouse Mountains.

Each participant has contributed to this year's enormous fundraising effort and worked tirelessly and passionately to promote the cause at both a grassroots level and through their high-level corporate contacts.

During the ride, the women will benefit from the opportunity to cultivate relationships with other professionals and gain a sense of achievement for completing a fun, but challenging course, while raising much-needed funds.

Team members include **former Australian Road Race and Time Trial champion and 2018 Commonwealth Games Time Trial Gold Medallist Katrin Garfoot** and **former Australian cricketer Kirsten Pike**.

Chair of the event organising committee, Patrice Sherrie, who is also Director of a professional accounting and advisory firm, has the vision of providing a unique and empowering networking opportunity for the female cyclists in Brisbane's business community.

"I wanted to be sure that the influential female executives I knew had an avenue not only to share their love of cycling and support for charitable organisations, but to encourage other women to network in an environment that was fun rather than intimidating," she said.

This year's major charity partner, AEIOU Foundation, provides evidence-based early intervention for children with autism aged 2 – 6 years. Through AEIOU, children are given the best opportunities to gain essential life skills to establish independence, confidence and readiness for school.

Media are invited to photograph/ video and interview the riders throughout the event. For further details about specific departure or arrival times, please contact the media team below.

RIDE OVERVIEW:

Day 1: Woodford to Sunshine Coast (arrive Twin Waters at 2.30pm) – 86km

Day 2: Sunshine Coast loop through hinterland & Noosa (start 7am/finish 3pm at Twin Waters) – 145km

Day 3: Sunshine Coast to Brisbane (finishing at Victoria Park Golf Course at 2.30pm) – 135km

Pre-ride media: Deborah Whiteoak or Petrina Smith, Corporate Affairs Managers, AEIOU, 3320 7520, 0414 820 847

On-ride contact: Cori Wilder, Marketing Manager, Chain Reaction Challenge Foundation, 0406 674 543