

Friday 12 October 2018

MEDIA ALERT

Cycling Sisterhood Hits \$25 million jackpot

As they push off on an epic three-day-ride, a tight-knit peloton of 45 women will celebrate a milestone event: tipping the scales to raise over \$25 million for children's charities.

The **Chain Reaction Challenge Foundation's 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.

As cyclists complete the first day at Novotel Twin Waters Resort, they will be greeted by Chain Reaction Founder Berrick Wilson, and his daughter Milla, who inspired the Chain Reaction initiative, established in 2007.

Milla, now 12, was just two days old when she was rushed to hospital with a brain haemorrhage. After spending weeks at her side in the Newborn Intensive Care Unit at the Monash Medical Centre, her parents vowed to help young children who were sick, or with special needs. Since that time, they have inspired cyclists riding for Chain Reaction to generate \$25 million for children across Australia.

This year's Women's 300 includes team members such as **former Australian Road Race and Time Trial champion and 2018 Commonwealth Games Time Trial Gold Medallist Katrin Garfoot** and **Director of Bentley's Chartered Accountants Queensland, Patrice Sherrie**.

Mrs Sherrie also chairs the event organising committee with the vision of providing a unique and empowering networking opportunity for the female cyclists in Brisbane's business community.

Riders in the Women's 300 have raised more than \$450,000 for this year's major charity partner, AEIOU Foundation, which 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 inclusion.

Photo opportunity:

When: 2.30pm, Friday 12 October 2018

Where: Novotel Twin Waters, Sunshine Coast

Who: Chain Reaction Founder Berrick Wilson and Milla Wilson, and event organising committee Chair, Patrice Sherrie, along with 45 cyclists.

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 Novotel Twin Waters – 69km

Day 2: Sunshine Coast loop through hinterland & Noosa (start/finish at Maroochydore) – 138km

Day 3: Maroochydore to Brisbane (finishing at Victoria Park Golf Course around 2.30pm) – 137km

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

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