

FOR IMMEDIATE RELEASE

Wednesday, 13 March 2013

A GREAT RIDE ALONG OUR GREAT RIVER

What: LiveLighter Great River Ride
When: Sunday, 14 April 2013
Where: Sir James Mitchell Park, South Perth

It's time to dust off your bike and get the whole family out riding. The LiveLighter Great River Ride is a fun new ride for the whole family that promises to be a fun, enjoyable ride and the perfect way to get active and live a little lighter.

The LiveLighter Great River Ride, on Sunday, 14 April 2013, is designed specifically for novice and first-time riders. It is a community participation event, not a competitive race, with people encouraged to take their time on the 12km or 6km course along the banks of the scenic Swan River.

"There are plenty of events for the high-end cyclist but the LiveLighter Great River Ride is all about introducing less experienced riders to the joys of cycling" says Bicycling Western Australia CEO, Jeremy Murray.

"We want people to get involved, have a go and enjoy themselves. It's not a race and people can take a leisurely cycle along the shared paths while taking in the sights of the beautiful Swan River foreshore."

The route has been designed with safety in mind and takes full advantage of the shared path network with plenty of support on offer including marshals, water stations and even a mobile bike mechanic in the unlikely event you get a flat.

At the end of the ride each participant will receive a 'Finisher's Certificate', some healthy refreshments and a 'goodie' bag.

There will also be plenty of entertainment after the ride and everyone can stay on to watch the cyclists from the LiveLighter Dams Challenge cross the finish line following their epic 235km challenge that same morning.

The event is priced with families in mind and entry starts from just \$10 for children.

"We wanted to make this event accessible for everyone and get as many people as possible involved in this great fun day" Mr Murray says. "You can create your own team and ride together, it can be family, friends, classmates or work colleagues".

FUND RAISING OPPORTUNITY

Schools are being encouraged to enter class teams and use the event to raise funds for cycling related equipment and training.

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MEDIA STATEMENT

“Students can get their family and local community to sponsor them on a per kilometre basis (just like a lap-a-thon) and the money raised can go back to the school for cycling related activities.” says Mr Murray. “Bicycling Western Australia is all about creating a healthy community through cycling and encouraging our kids to more physically active is the best place to start”.

The LiveLighter Great River Ride is on Sunday, 14 April 2013, starting and finishing at Sir James Mitchell Park in South Perth. Further information available at www.greatriverride.com.au.

The event is sponsored by LiveLighter and Healthway and Goodlife Health Clubs.

About Bicycling Western Australia

Bicycling Western Australia is a community based not-for-profit organisation with over 10,000 members and friends throughout the State. Our mission is to get *More People Cycling More Often* through events, education, community initiatives and advocacy.

Visit www.bwa.org.au for more information.

- END OF RELEASE -

Principal sponsor



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More People Cycling More Often